

THE BRIDGE

OFFICIAL PUBLICATION OF
THE CREDIT UNION NATIONAL ASSOCIATION

SEPTEMBER, 1940

VOL. 5, NO. 67



FILENE MEMORIAL ISSUE

THE WAY TO ECONOMIC BETTERMENT

The BRIDGE

SEPTEMBER, 1940 . Vol. 5, No. 6

CUNA

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Composition and makeup done by members of Typographical Union No. 16.
Engravings made by members of Chicago Photo-Engravers' Union No. 5.

THE WAY TO ECONOMIC BETTERMENT

THOMAS W. DOIG and JAMES W. BROWN, Contributing Editors

FORWARD—THE FILENE MEMORIAL!

WE HAVE fairly completed the preliminary stage of the Filene Memorial Campaign. This project has had the unanimous endorsement of three National Board meetings! It is well organized and operating under splendid leadership. It has, thus far, produced a splendid site which the National Board has voted to accept. The site was made possible by a gift from the people of Madison of \$16,000 in cooperation with the City of Madison which appropriated \$5000 to purchase a strip of land adjoining the site for park purposes.

We have collected in contributions over \$60,000.

We have voted to build the first unit (consisting of a general office building and a plant for the CUNA Supply Cooperative) when we have \$150,000 on hand in cash. Our present objective is to raise this total—\$150,000—so that the corner stone can be laid and the first unit started in 1941.

That means that we have to raise about \$100,000 additional during the next twelve months.

Is that a too difficult objective?

We have over two and a half million members and over 8700 credit unions. Obviously the objective is not too difficult.

The lease on our present quarters expires in November, 1942.

If the campaign receives sufficient impetus during the next few months we will be able to move into the first unit of the new building when our present lease expires.

That's an objective worth fighting for!

So—forward—on every front!

Let's now put the old drive into the campaign—in your State, in my State, in every State!

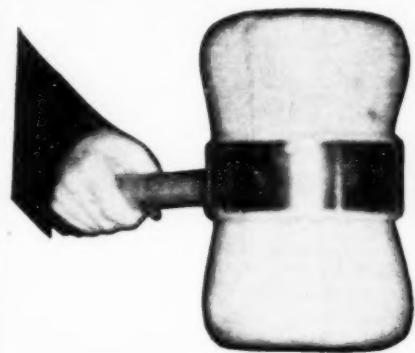
Nothing will so definitely advance the credit union movement as to symbolize it with Filene House.

It's the job of every credit union member, every credit union, every Chapter, every State League, every member of the National Board. It is your job and my job! Let's show what CUNA can do when it puts its collective shoulder to the wheel.

Forward—let's make the Filene Memorial the primary objective of the next twelve months!

The BRIDGE is published monthly by the CREDIT UNION NATIONAL ASSOCIATION at 4600 Diversey Avenue, Chicago, Illinois. Editorial offices are located at Raiffeisen House, Madison, Wis. J. E. West, Advertising Manager, 360 N. Michigan Ave., Chicago, Ill. Communications having to do with subscriptions, should be addressed to 4600 Diversey Avenue, Chicago, Illinois or to Charles G. Hyland, Raiffeisen House, Madison, Wisconsin. Entered as second class matter August 3, 1938, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Copyright 1940 by CREDIT UNION NATIONAL ASSOCIATION. Subscription rates, single copies, 10c; yearly subscriptions \$1.00.

A MONTHLY MAGAZINE DEVOTED TO THE CREDIT UNION MOVEMENT



THE PRESIDENT'S COLUMN

By *William Reid*
President of C.U.N.A.

APRIL 10, 1937, Edward A. Filene addressed Cuna's National Board of Directors at their annual meeting in Washington, D. C. He said in part:



Wm. Reid

"What are we doing, as our movement grows big, to educate its members to a full understanding of its significance?

"What percentage of our membership is taking an active interest in the development of our movement *as a movement*? The present call is for cooperative effort; not, however, as opposed to individual effort, but a call to individual effort expressed cooperatively. And this, not for the purpose of getting ahead of others but so that each of us may get ahead *with* others. Money is our medium of exchange. The democratization of money is an essential factor in the democratization of the exchange of one man's work for another man's work, and it has now become an economic necessity that the masses of our people shall somehow gain access to the tremendous and ever-increasing volume of things which it has now become possible to produce. I think the time has come when the credit unions of America should give first emphasis to an *educational program*. I do not mean propaganda. I do not mean the organization of a crusade. I mean the study of money and credit and their control. I mean the actual launching of experiments, and the critical watching of these experiments for future guidance. I mean a study of our new human relations, that their real significance may become known to us.

"Such a study would be anything but dull. The actual facts I am sure, will prove so thrilling, that we need waste no effort in trying to get people to take up such studies, but it must be an educational program in which Americans can learn the truth about this new America—this new world which can be won only by cooperation.

"I consider such an educational program so important that I prefer not to touch on anything else at this particular time. I have no definite plan and no fixed conviction as to how the work should be started. But start it I think we must. I believe that we could do no more important service to the credit unions of America and no more important service to our country at large, than to initiate such an educational movement, here and now."

CUNA is keeping faith with these ideals and objectives of our Founder. It has established an Educational Service. A service designed to render to the credit union members of America and those who are not as yet credit union members information which will aid them in acquiring a knowledge not only of the services and benefits of the credit union but also a knowledge of the philosophy which motivates a cooperative movement such as ours. A knowledge which will encourage members not only to participate in the benefits achieved through group action but also to share in the responsibility of controlling—so our movement can never be anything but—OF, BY and FOR THE PEOPLE.

Filene was one of the most advanced thinkers of this era. He believed in experimenting to ascertain facts—and then when the facts were obtained—they were used to guide future action; action always designed to bring the most good to the most people. Cuna, too, is experimenting. July 28-August 3, on the campus of Massachusetts State College at Amherst, Massachusetts, the first Summer Credit Union Institute was held. A full week of discussion, education and recreation.

An educational program demands literature and informative material. Cuna is gradually, but constantly, increasing and adding to its list.

An educational program to be effective in an area such as the area covered by Cuna needs many coworkers. To coordinate and to make our effort more productive and efficient. CUNA has conducted since January three regional conferences of managing directors. Conferences jammed from beginning to end with discussion and exchange of ideas and methods.

CUNA is handicapped by limited personnel and finances, however, our program must ever go on at an ever increasing acceleration. We must adapt our educational program to conform with this limitation. That means, and perhaps it is the better from a long range point of view, that our methods and technique be designed to originate and stimulate membership participation.

MEMBERSHIP PARTICIPATION—educational committees in every credit union—right from the day it is organized—consisting of a sufficient number to adequately represent the entire potential membership of the credit union. And let's

have active committees—committees which keep a regular flow of information going into the homes of the members. Committees which plan annual meetings so that they are the complete personification of what those two words should infer—a meeting of the members to discuss, to learn, to decide, to elect and to form the future policies to govern their own organization. And let's not limit these meetings to a dull "dollars and cents" session. We shall make our meetings an association of people not of dollars.

As Chapters begin to meet again let us give thought to our programs. Let's plan them so they are educational, informative and entertaining. Programs which deal not only with correct bookkeeping procedures—important as that is—but programs which help us to keep our sights raised and help us to understand, though it may be in only a limited way, the changes which our social and economic conditions are undergoing.

As our train of thought moves along, we think of league annual meetings and our annual CUNA meeting. It seems to me we are making a serious mistake when we limit our sessions to only elections, by-law changes—dues rates, and budgets. It seems to me that we should take the next step forward and incorporate more educational activity in our agendas. Educational activity concerned with all the phases of our program—the program designed to bridge the gap and carry us to economic betterment.

This, it seems to me, would be keeping faith with our founder, Edward A. Filene, whose keen mind was always concerned with advance thoughts for the advancement of his fellow men. Thoughts which bewildered his contemporaries. Thoughts which the passing years bring us abreast of and prove their soundness and wisdom.

As President of CUNA, I have been particularly interested in the progress being made with our Educational Services. I wish to highly commend Mr. J. Orrin Shipe, our educational director, on his achievements to date. His energy seems unlimited and is coupled with a restless and an inquisitive mind.

During the illness of Ralph Long, Editor of BRIDGE, the BRIDGE Management Committee has requested Mr. Shipe to assume Mr. Long's duties as well as his own. This, it seems to me, was entirely fitting. BRIDGE is an important instrument in our educational program and under Mr. Shipe's supervision I am sure we will take full advantage of the opportunity to further the program.

As we were sending this issue to the printer we received the sad news that our editor, Ralph G. Long, has passed away. The October BRIDGE will contain the story of this Credit Union pioneer's contribution to the movement.

Filene Month—The Memorial and You

By CLAUDE R. CLARKE, Chairman
National Filene Memorial Committee

To CREDIT unionists the month of September should have special significance. It is the month of the birth and death of the founder of the Credit Union movement in this country, Edward A. Filene. To his generosity and devotion to this cause, we owe the progress in the credit union field in this country during the past twenty years.

Three years ago this month Mr. Filene died in Paris. His death was sincerely mourned by thousands of credit union members. He has left them a heritage rich in the spirit of service and devotion to the welfare of the people of this country. That spirit and devotion credit union members will seek to emulate, as individuals and through their organizations. They will want to recognize this as Filene Month. Through chapter meetings and observances of other types, they will seek to make new members acquainted with Mr. Filene's life and work, and to give him the honor and respect which is due, and keep alive his memory, by participation in the Filene Memorial campaign.

Through the meetings which will be held, we hope that state chairmen, officers of leagues and chapters everywhere will boost the campaign, and stress the importance of participation by every Credit Union. Through personal solicitation or by the sale of automobile membership plates or Memorial stamps, every organization has the means at hand to secure substantial contributions. The interesting thing is that, so far as we have learned, every credit union which has responded and has endeavored to do a real job, has gotten much satisfaction out of the experience; furthermore, they have strengthened their organization in many ways by the contacts made and the information given to the members.

Automobile Membership Plates

As this article goes to press, favorable reports are coming in regarding the sale of the automobile membership plates. Credit union members like the idea of a membership emblem, and the number already sold is very encouraging. Also a substantial amount has been sent in by state leagues to apply on the purchase price of these plates. If the officers, directors and committee members of each organization would purchase these plates and put them on their cars, other members would be attracted to them, and would, in turn, want to purchase one. If this occurs, we shall secure a very substantial amount of money in this way.

Henry Stricker, Jr., who has been the guiding spirit in the sale of these plates, reports that more than 12,000 have been ordered. With the increased activity in the fall, many more orders will follow.

Filene Memorial Stamps

After a careful study by our National Committee of the possibilities of the plan for securing contributions through the sale of Memorial stamps, we have reached the

conclusion that it is entirely practicable. On the basis of the New York experience, also, it should produce a considerable amount in contributions.

Arrangements are being completed for having these stamps made up in quantities



Edward A. Filene.

for distribution among the state leagues. The league will not buy them, but will order such a quantity as they believe is suited to their needs. Orders will be secured from the credit unions and the stamps will be mailed out by the state chairman or the league office. The credit union does not obligate itself to pay for the number ordered. It merely agrees to do its best to dispose of as many as possible, and the unused balance of stamps are returned with the money representing the contributions received.

These ten-cent Memorial stamps will be green in color, and approximately $1\frac{1}{4} \times 1\frac{1}{2}$ in size. They will come in sheets of 25 or 50 stamps. A \$1.00 stamp, gold in color, will be given as the tenth stamp, showing that member has contributed one dollar through the purchase of stamps. This same stamp will also be given to any member who has contributed as much as one dollar to the campaign. It is the plan that this stamp be pasted in the member's pass book. We believe it will be fitting recognition of his generosity, and an extremely attractive souvenir of the campaign. Furthermore, the names of all those who contribute as much as one dollar will be inscribed in the hall of donors in Filene House.

Getting on With the Job

The way is now open and means provided for every credit union, whether state or federal, to secure contributions for the campaign in an effective fashion. The necessary thing is for credit unions which as yet have not taken action to appoint

a campaign committee and get under way.

In the Bankers Monthly for July (published by the Rand, McNally & Co.) there is an article about the Credit Union by Don Henderson, of the Household Finance Corporation of Chicago, entitled "Credit Union Competition—A Scientific Appraisal." The gist of the article is that credit unions are covering only a small portion of the field of consumer credit, and that the progress has been very slow. Credit union members need not be seriously concerned about the opinions of other lending organizations as to the relative rate of our progress. However, we should be very much concerned about whether or not we are doing all we can to bring credit union service to the people of this country who need it. That is our main task.

We cannot do this job without an adequate organization and the means and equipment at hand to accomplish it. One of the things most needed is an adequate headquarters building. We must have a workshop and a powerhouse to accommodate our National Association, in which the necessary energy, planning and program can be developed to carry on in the way we desire to do. Our credit unions have millions of members, and hundreds of millions of dollars in assets. They can raise the \$250,000 necessary to erect this building, and do it very easily. It is all a question of getting down to business. The fact that more than a thousand credit unions have already shared in this campaign makes us certain that thousands of others desire to do likewise.

As a part of this article we are including some letters from representative credit unions, telling of their experience. They show conclusively what can be done. The important period of production in this campaign is during the fall and winter months, which lie just ahead. Our National Committee desire to cooperate fully with state chairmen, leagues and individual credit unions, in order that we may make the most of this period.

How They React

The following extracts taken from two of the innumerable letters received by the National Filene Memorial Committee indicate how the credit union leaders react to the campaign after they have given the campaign serious attention. The following extract is taken from a letter from Theo. B. Buffington, Treasurer of the Cleveland Western Electric District House Employees Credit Union. It tells of the splendid results of the campaign.

In this particular credit union 92% of the entire membership contributed an average of 89½ cents per contributor.

"We used our bulletin boards and circulated mimeographed sheets on which we outlined the history of the credit union movement and the part played by Mr. Filene. We typed our members' names on the pledge cards and distributed them among our committeemen. Then came the week in which we sought contributions.

"Our solicitors contacted those members whose cards he held. Placing the task in the hands of so many people created no undue responsibility on any one. You can imagine our surprise when these pledges started coming in. Ninety-two per cent of our entire membership had contributed and the amount pledged was way beyond expectation. The difficult task we thought we had turned out to be a most easy one. The board of directors were so pleased with the result they voted a credit union contribution. I might add that our campaign week was also the one chosen by the Red Cross.

"We contributed to the Filene Memorial Fund and in return it did something for us; something I do not think we could have accomplished. Our members have been drawn closer together and we are now operating a credit union replacing the 'place to borrow-place to save' type of organization we previously had.

(Signed) THEO. B. BUFFINGTON,
Treas."

How We Raised \$500

There were 1,500 members of the Park Employees' Credit Union when we made this drive. We now have 2,500.

The Board of Directors agreed that it would not vote treasury funds without a membership meeting so the next best thing was to ask for individual contributions by mail. The Board also figured that persons asked for \$1.00 gifts would hesitate to place one dollar bills in the mail and would not take the trouble to go to the cost of getting a money-order and probably did not have bank checking accounts as 90% of our employees receive under \$2,500 per year.

Since all of the 1,500 members of the Credit Union had share accounts, what could be simpler than sending each member a withdrawal slip which could be filled in with 25c, 50c, or \$1.00, or in other words, with whatever amount the member chose to give to Filene Memorial and be then signed by the member and returned in a prepaid addressed return envelope.

So, a letter was prepared suggesting that a member give or not as he choose. The result was startling! One third of the 1,500 members came across quickly with an average of \$1.00 each and surprisingly enough, more gifts came from people who had small share accounts and loans than from the heavy shareholders with no loans! Over \$500.00 came in from 33% of the members, a record I don't think has been beaten by any Credit Union since, when you take into account individual gifts only by such a large proportion of members.

The return slip or withdrawal form is reproduced herewith. This plan and this form may do the trick in your Credit Union.

PARK EMPLOYEES CREDIT UNION Burnham Park, Chicago, Illinois SHARES WITHDRAWAL

.....193.....

I hereby authorize for withdrawal of
ONE DOLLAR
from my share account to be credited to the Filene
Memorial Building Fund

Share Account No. Payroll No.

Name
Address
Bernard C. Roloff, Chr. Sup. Com.

HOW THE WEKEARNYAN FEDERAL CREDIT UNION RAISED \$580

by R. W. ADAMS

WE HAVE been asked the following question—*How were you able to obtain donations to the tune of \$580.00 for the Filene Memorial Fund?*

In answering this question let us state—

First—That we have a Credit Union of slightly over 4,000 members scattered throughout a manufacturing plant covering approximately 167 acres of ground.

Second—The officers and directors were confident that a large number of our members felt grateful for financial services rendered from time to time by their Credit Union, and that if an opportunity presented itself for them to show their appreciation, they would respond.

Third—The Filene Memorial Fund presented such an opportunity. We designed a poster telling our members that we needed their help, why we wanted it and for what purpose. The poster was displayed on all bulletin boards throughout the Plant for two weeks.

Fourth—We followed up the poster by mailing a letter to each member, going into a little more detail regarding the fund. People seldom resent a call for financial aid if it is made personally and courteously.

Fifth—The matter of making contributions was made extremely simple for the members; all that was required of them was to make a check mark opposite the amount they wished to give, ranging from 10c to \$1.00, printed on a detachable return slip. Envelopes were enclosed for the slip to be returned to the Credit Union office through the Company mail.

Finally—A total of 1,029 members contributed.

A total of 340 contributed from \$1.00 to \$5.00.

A total of 689 contributed from 10c to \$1.00.

We know now that the plan was extraordinarily successful, but to prove truly valuable we should also explain why this plan was adopted. The important thing to stress is that since no two credit unions are alike in their physical structure, each must be analyzed individually to determine the best method of approach before any attempt is made to obtain contributions. In the case of the Wekearnyan Federal Credit Union we pondered for a full year before we decided on the plan we finally adopted. We studied the various methods tried by other credit unions, weighing each approach in turn, and from them learned what to adopt and what to avoid. In addition we had to take into consideration the wishes of our Company management and we were very anxious to do nothing they would not approve of. We also had to take into consideration the rulings of the Credit Union Section covering the matter of contributions to make certain that we violated none of the rights of our members.

In the end these various factors helped rather than hindered as they forced us to the decisions which prove to be the secret behind the success of the plan:

1. To explain very briefly but clearly the purpose of the collection.
2. To make no personal solicitation of any kind.

3. To make the handling of cash unnecessary.

4. To make it easy to contribute.

The plan we finally adopted was developed around these ideas, but what really put the whole thing over with a bang was the fact that hundreds of our employees were grateful for the benefits they had derived from their credit union.

Following are a few thoughts we can draw from this lesson:

1. Each credit union should study its own conditions carefully before deciding on its plan of action.

2. Credit union members may not know who Mr. Filene was nor what the Credit Union National Association is and does, but they do know what their credit union has done for them and the average person is always glad to show his appreciation if afforded an opportunity to do so.

3. Any plan adopted must above all things be simple.

4. Money is never given up without good excuse, therefore all credit union directors must be willing to plan and work if they want to develop the best possible method for their particular credit union.

ATTENTION: CREDIT UNION MEMBERS

A New National Headquarters

is soon to be erected to serve the needs of
2,500,000 Members of 8,300 Credit Unions
From Coast to Coast



THE ONLY FUNDS AVAILABLE WILL BE THOSE
CONTRIBUTED BY CREDIT UNION MEMBERS

You will be given an opportunity to
make a small Contribution

□ □ □
A LETTER GIVING FULL DETAILS WILL SHORTLY
BE MAILED TO EACH MEMBER

WATCH FOR YOUR COPY!

MEMORIAL FOR FILENE'S MEMORIAL

May 1, 1940.

Dear Member:

This letter supplements our recent poster announcing the
erecting of a new Headquarters' Building in Madison, Wisconsin.
The building is especially needed to care for the present
increasing needs of the Credit Union National Association
which our old headquarters, also in Wisconsin, is no longer ade-
quate. The new building will house the personnel of the Nation-
al Association, the Credit Union National Bank, the Credit Union
and educational groups and the stationary supplies for 8,000 Credit
Unions with assets of over \$500,000,000.

Our Credit Union is a part of the National Association
headquarters in Madison. This is an opportunity inasmuch as we
protect us against any adverse legislation proposed by opposing
parties. It will also give us a better opportunity to represent
the Credit Union in the legislative field and to assist in the
development of the Credit Union movement.

Finally this building will be a fitting tribute to the
memory of the Founder and President of Credit Unions in the U.S.A.
Mr. Filene, who gave much of his own money and time to make
this possible.

Would you like to participate in the construction of this
building? We hope to be able to meet our quota of \$400,000.

1. Check the amount you wish to give.
2. Fill out this card at perforated marks.
3. Place it in the envelope.
4. Mail it back directly.

This procedure is necessary for us to legally make deductions
from members' share accounts and your cheerful cooperation
will be greatly appreciated.

R. W. Adams,
President.

Name
Address

10c 25c 50c \$1.00

a contribution
of \$1.00 will
be greatly appreciated
in the larger sum
on the lower roll.

IT CAN BE DONE

by HENRY CLAYWELL

DOING a piece of work to show gratitude has brought a fifty percent increase in the assets of a teachers' credit union down in Florida.

During the bank holiday in 1933, the school term in Hillsborough County, Florida, was cut to seven months instead of the usual nine. Teachers were irked. They formed a local federation to improve teacher welfare. The federation soon sponsored the first credit union in Tampa and the first among teachers in Florida.

Federation officers could hardly believe that expenses of organization would be defrayed by a group that expected to get nothing in return, but that is what actually happened through the Credit Union National Extension Bureau and the generosity of Edward A. Filene.

The new credit union rocked along for three years and had about 250 members out of a potential thousand and only \$3,000 assets. Then they started a regular monthly publication to send all employees in 106 schools scattered over an area of more than a thousand square miles, telling of services and showing progress. Last December, the credit union had 870 members and nearly \$80,000 assets.

For some time, the board of directors had been discussing the Filene Memorial, and they wished to do something toward getting a national headquarters building and something to show gratitude for what Edward A. Filene had done. The union had more than \$500 undivided earnings and some of that could have been voted for that purpose. But that was not done!

The directors decided to ask officers of the federation to cooperate in raising a goal of \$500 toward Florida's quota of \$1,500. Federation officials approved the plan, and the drive for individual contributions started in January.

Informative material about Filene and the credit union movement was distributed by faculty representatives who got fellow workers talking about how their credit union originated and how it had benefited the teachers through savings and loans. Miss Joyce E. Pritchard, Federation president, used follow-up pleas when the first appeal netted something over \$300.

Leaders stressed that those who gave a dollar would have their names in "the Hall of Donors," but all contributions were appreciated. Gifts from 604 individuals amounted to \$505 and averaged 83.6 cents each, and \$38.50 came from teachers who were not credit union members but who agreed, "It's a fine thing."

The average salary is just above \$1,000 a year. The top salary for Negro members is about \$700, but more than half of the 151 Negro members gladly "put a dollar on Mr. Filene's monument" because the credit union has done more to give them relief from illegal and high-rate lenders than all the grand juries in the county's history.

The goal had not been reached when the Florida League met in April, but it was reached before the time of the Georgia League meeting in Atlanta in June, and on that occasion Treasurer Henry Claywell presented a \$500 check to T. E.

Attwood, Miami, chairman of Florida's Filene Memorial Building Committee.

When officers of the Hillsborough County Teachers Credit Union closed their books at the end of the fiscal year in June, they were proud to report nearly \$120,000 assets and 928 members, and they said a great part of this increase was due to the educational work carried on as part of the campaign to get the teachers to give to a good cause. It can be done!

FILENE MEMORIAL MILESTONES

AT THE 1938 Meeting of the National Board a Resolution was adopted, the first two paragraphs of which read:

Voted: First—To erect a suitable memorial to Edward A. Filene.

Second—That said Memorial shall take the form of a permanent and suitable building to house the Association and its affiliates.

Since then some of the highlights in the Filene Memorial campaign have been:

1. The appointment of a National Committee, headed by Claude E. Clarke (the second President of CUNA) as National Chairman.
2. The organization of the State Chairmen and the State Committees.
3. The receipt of the first contribution on April 9, 1938, of \$5.00 from Casper, Wyoming (see elsewhere in this issue).
4. The receipt of the first major contribution, \$4,934.00 from the Detroit Teachers Credit Union on February 7, 1939.
5. The organization of the campaign in Madison to secure a site in May, 1938.
6. Total contributions, April 30, 1939, of \$12,284.47.
7. The development of various plans such as:
 - (a) The Pellitier plan to raise money by appropriations from undivided earnings at annual meetings which has produced many major contributions.
 - (b) The development of the New York Memorial Stamp plan which is also now working most effectively.
 - (c) The development of the Stricker automobile plate plan which is developing in good shape.
8. The completion of the campaign for the site, resulting in raising \$16,000 in Madison to purchase the Malt House, five acre site on Lake Mendota and the appropriation by the City of Madison of \$5,000 to park the adjoining property.
9. Total contributions, April 30, 1940, of \$54,947.81.
10. The acceptance of the site by the National Board on May 9, 1940.
11. The vote of the National Board to build the first unit when the entire cost thereof, \$150,000, is in hand in cash.
12. The resumption of campaign activity in September, 1940, with the objective of collecting a minimum of \$150,000 by May, 1941.

LET'S LAY THE CORNER STONE IN 1941!!!!

Have You a Credit Union Plate on Your Car?

As you go bowling along in your automobile wouldn't you like to have folks know (and particularly other credit union folks know) that you belong to a Credit Union?

We've got a very attractive plate which can be easily attached to the rear of your car. This plate designates that you belong to the credit union family. Thousands of these plates have already been distributed. Be on the look-out for them!

The modest profits from the sale of these plates goes to the Filene Memorial.

GET YOURS !!!!

Contact your Credit Union League. If you haven't the League address Contact

Credit Union National Association
Madison Wisconsin

The Importance of the Credit Unions—the Members

An Article That Stimulates Thought and Raises Our Vision

By JAMES W. BROWN
Treasurer, El Segundo (Calif.) Standard Employees C. U.



JAMES W. BROWN

RECENTLY in reading Dr. Carrell's famous best seller, "Man, The Unknown", I ran across the challenging statement that "Human beings have not grown as rapidly as the institutions created by their brains." This statement is so interesting to us because the credit union as an institution can answer this challenge. Credit unions as commercial organizations have shown an amazing growth in assets, volume of business and reserves, but we all know that this growth has not been at the expense, or retarded in any way, the growth of the members. We can safely say the reverse is true. Voluntary testimonies to the officers of the credit unions give ample proof of the economic betterment and growth of thousands of grateful members. By our twofold purpose of providing an opportunity for thrifty saving and credit for provident and constructing loans, the individual member cannot help but grow along with the credit union. This may appear to be an intangible thing, but beyond a doubt, the informal relations of officers and members in the credit union and the simple set-up, has caused millions of workers to "think" personal finance in a constructive way they never did before. Here is a great achievement we possibly often overlook. The success of the credit union is in no way predicated on the truth of Barnum's famous cynical observation, "A sucker is born every minute."

A man is never clubbed into buying credit union shares or high pressured into taking out credit union loans. In all transactions the sovereign rights of the individual is absolutely respected. This is of interest when we remember that primitive man never thought of himself as an individual but only as a member of the group or tribe. He had no individual rights, and regardless of his needs he had to take what the big chief gave him. The only way he could secure more help was to swing a heavier club than the chief and secure greater rights by sheer might. This has a familiar sound and it appears at the present time in certain parts of the world we are reverting to the "Two Million Years B.C." code of living.

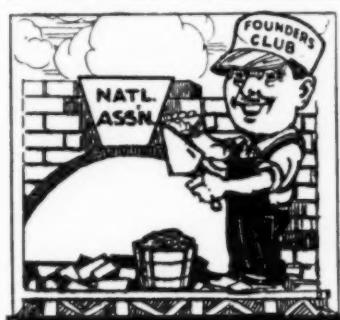
The example of a member applying for a loan in a credit union is a striking illustration of the progress we have made in human relations in the opposite direction. A member doesn't come before the loan committee, hat in hand, bowing and scraping and raising his hand in a famous salute. He comes with a dignified presentation of his individual needs and ability to repay. His application is given friendly, courteous, fair consideration and in 99 cases out

of a 100, a portion of the assets of the organization is loaned to give him the needed help. No charity, no exploitation, no regimentation, no sacrifice of personal liberty, the credit union officers acting in the truest sense as servants and not masters of the rank and file members. This is contrary to the dictates of one of the most powerful rulers in the world, who asserts that the organization (his own) should be the master of the people and not the servant. Fortunately for liberty-loving American people, this dictator is not running the credit union. If so, I wouldn't be writing this article for The BRIDGE. The BRIDGE wouldn't be published, and your share holdings, my gentle readers, in the credit unions wouldn't be worth a plugged nickel. So we have many reasons to be thankful that America is our "home, sweet home."

When we apply Dr. Carrell's challenge to the many other commercial organizations scattered over our vast country we have a mixed picture. We have organizations that closely resemble the credit unions in their efforts to aid the growth of

human beings. However, in the other extreme we have organizations that chisel the workers, customers and investors by every trick known to unscrupulous business. This type must be eventually outlawed and our type grow if the world is to go forward.

Our total assets in dollars may not appear so impressive when compared with other financial organizations, but our value as an answer to Dr. Carrell's challenge is worth many million dollars as the growth of a human being has a greater value than all the money in the world. So, whatever the future has in store for us, the credit union spirit is needed and needed badly, and we have a right to put a high value on this our greatest asset. We have proven that by cooperating in times of plenty we have spread the plenty to a greater number. And now facing a black future from a world viewpoint—and I doubt if we realize how dark it is—we can give the whole world the credit union rule, the only rule that will save civilization—COOPERATE OR PERISH!



THE hot weather (107 degrees of very hot heat in the office one day recently) doesn't seem to wilt the Founders' Club.

We left off last month with A. C. Anderson, No. 525 and I find that by August 5 we have added eleven initiates so that our present high number is 536. May I present:

No. 526 C. W. Thomas of Tyler, Texas.

No. 527 William A. McDonald of Kansas City, Missouri.

No. 528 James M. Barry of Buffalo, New York (who, incidentally, is the new Regional Managing Director of the recently created Kansas-Nebraska Regional Group).

No. 529 M. M. Moen of Chicago, Illinois.

No. 530 Bruce Nichol of Coffeyville, Kansas.

No. 531 Larz T. Davenport of Cincinnati, Ohio.

No. 532 Albert Einsporn, Jr., of New Kensington, Pennsylvania.

No. 533 Thomas G. Boyle of Cincinnati, Ohio.

No. 534 Adolph Ott of Hamilton, Ohio.

No. 535 George W. Lovell of St. Joseph, Missouri.

No. 536 H. H. Drewes of Cicero, Illinois.

FOUNDERS' CLUB

Incidentally Larz Davenport of Cincinnati presented his application in person. We were very happy indeed to welcome him recently to Raiffeisen House. Tom Boyle was at one time associated with the Ohio League office.

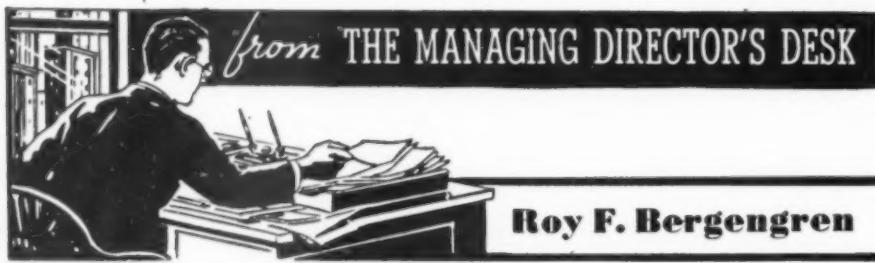
Welcome—all ye hardy Founders Clubites who were courageous enough to organize credit unions this bloomin' hot weather.

And now we have got a chore to do!

We must all take off our respective coats (assuming it is colder the day you read this; it's so hot as I write it that my fingers stick to the typewriter), roll up our respective sleeves and during the next few months see to it that our credit unions and our fellow credit union members do everything in their power for the Filene Memorial. We now have a beautiful site for the Memorial, five acres on the shores of beautiful Lake Mendota. Over 60,000 credit union members have chipped in so far and, if we all work like sixty for the next year, we'll be building Filene House before the end of 1941. ALL ABOARD FOR FILENE HOUSE.

Cordially,

Founder.



Roy F. Bergengren



R. F.
BERGENGREN

THERE ARE really a couple of New Years.

January 1st gets the credit on the calendar for being the first day of the New Year but I have always thought that the new year really starts the day after Labor Day. For there is a certain slowing up of the credit union program during the summer months. In some respects this has not been so noticeable this year. I note for example total CUNA Supply shipments for June of \$9,257, which indicates that our totals this year will go well over a hundred thousand dollars for the first time. The CUNA Mutual still advances steadily with total coverage of nearly \$75,000,000. We pegged better than 140 new credit unions during the hottest July in recent history and we will total over 500 new credit unions for the summer.

And this summer we have had many visitors; *the interest in Filene House is increasing rapidly and everyone who has come to Madison has visited the Malt House site and left town convinced that the Memorial is going to be located on the right spot.*

But there has been a slowing down just the same. Vacations have impressed us with the fact that it is vacation time and, when the thermometer in the office registers 107, as it did recently, it is inhuman to expect everyone to put in the same kind of licks which are so easy when the winter weather contributes so much to keep everyone hustling.

But now—with this BRIDGE—we reach the real New Year, that day after Labor Day when, no matter what the weather, it seems that the summer is over and it is time to get down to business.

The Credit Union and the War

As I look back on the correspondence of the summer months I find one subject of general interest which has an element of novelty.

How shall the credit unions react to the war?

Some treasurers have suggested that the time has come to greatly curtail loans service or, at least, to make it more difficult to borrow. These treasurers overlook a few simple considerations. *To begin with, we are not at war.* There is no certainty that we shall be obliged to go to war. Certainly nothing has happened which would induce a credit union to carry on in any way except as it would carry on normally.

Further, if we should go to war, even then in my opinion we should carry on as usual. This is, of course, the opinion simply of a single credit unionist. *From my viewpoint, as a credit union old-timer, the*

credit union should march with the troops in time of war; that it should serve the member who goes to war and do all it can for the comfort and security for dear ones of the member in active service.

When war comes we divide into two groups: those who enlist in the army, the navy or the air-force and those who, at home, work for the most part in the munitions factories. The rearmament program will create an artificial prosperity; certainly those who remain at home will be better off than those who (taking all the chances and being paid a pittance) serve in the army. We must take the chances with those of our number who take the biggest chances. That is obviously the credit union way of life.

We found in the depression, when thousands of our members were losing their jobs, that the credit unions which kept right on taking chances with their members came through with the least casualties.

We are organizations of service. As one old-timer my vote is for service in war equal to, if not greater than, our service in peace. I repeat—the Credit Union marches with the troops.

But remember—there is no war. This is no time to change operating practices.

Summer Service

I have been wondering this summer whether we get the maximum out of the summer months. In the National Association and the State Leagues we spend money during the summer trying to do much the same kind of promotional work we do in the winter. Naturally we do not get proportionate results. I have noted that at league and chapter meetings credit union members get a great deal of pleasure and much resulting value out of "talking things over." Our movement is getting to be an important movement. After the bitter wars are over we are going to be confronted with gigantic problems of reconstruction. We have a great need to talk things over, to synchronize our thinking, to perfect our practices, to get the maximum out of each other's experiences. We don't get half chance enough to get together.

Why not set the month of July (or August) aside as credit union conference month?

At this time the field staff and the office staff of CUNA would be available to entertain and confer with the State League Managing Directors and any other credit union leaders who could attend. We would bring together all of the men and the women who are doing field work and we would hold school sessions and picnics and conferences and discussions and lectures and make inspections and get acquainted and, above all else, get the bene-

fit of each other's ideas. I believe that such a month of meetings would do more for the credit union movement than we are able to accomplish through present summer field work. If the notion appeals to you, let me have your suggestions.

Estes Park

August 10 will, one day, be our annual day of celebration as CUNA was born at Estes Park, Colorado, on August 10, 1934. This year is our sixth anniversary. On August 10, 1944, we will be celebrating our tenth anniversary. I wrote recently to all of the survivors of the Estes Park Conference suggesting that we hold a reunion at Estes Park on August 10, 1944, and that we then dedicate an appropriate bronze tablet to be the permanent memorial of the important historical event which took place when CUNA was born at Estes Park on August 10, 1934.

Filene Memorial

So much for the summer. But here we are and it is the day after Labor Day. A good slogan for us all to follow would be: *"So labor from Labor Day to Thanksgiving that you will have something to be thankful for when Thanksgiving Day arrives."*

We have a job to do this next twelve months and now is the time to get down to business with it.

When we conceived the idea of the Filene Memorial we all thought that it would be a long job but that it was well within the capacity of the organized credit union movement. Three National Board meetings have now reiterated their determination to build Filene House. At this last meeting, however, there was something much more tangible than determination. We accepted a site which cost \$16,000 and is all paid for. We found that we had over 60,000 contributions. *If less than 3% of our membership can raise \$60,000 for the Filene Memorial we can raise all that we need if 15% of our members do as well.*

It isn't much of a job when you come to analyze it. Henry Stricker's plan of disposing of automobile plates is working well; the plan of the Memorial stamps is taking hold. In many states already half the State total is in sight. A great and devoted group of State leaders is doing an inspired job. *We are getting on—but now is the time to increase our speed.* We must step on the gas!

This becomes a personal matter. We must each inquire—"what have I done for the Filene Memorial?"; "what has my credit union done?"; "what has our Chapter done?"

Let's get hold of this campaign and with the invigoration which, in the fall, comes automatically after vacation—let's plug ahead and BUILD FILENE HOUSE!

Conclusion

We are having, as this goes to press, meetings of the Executive Committee, the CUNA Mutual Board and the CUNA Supply Board. These meetings will give great impetus to the whole program.

All aboard then for the labors ahead—the labor of love, building Filene House.

Pending Amendments Would Liberalize Federal Act

By SENATOR MORRIS SHEPPARD

Morris Sheppard, United States Senator from Texas, sponsored the original Federal Credit Union Act and has since maintained sustained interest in its operation and perfection. We are happy to present the following article from Senator Sheppard in which he explains the provision of S. 4230 which, in various important ways, would perfect the Federal Credit Union law.

SIX AND A HALF years ago it was my privilege to introduce into the United States Senate the bill which later took shape as the Federal Credit Union Act. The act has been amazingly successful. Yet none of us who helped frame it, I am sure, regarded its provisions as being necessarily in final form. We counted on making changes as experience showed that changes were desirable, and as a matter of fact several minor alterations have already been made.

It now seems in order to consider a number of further improvements. Accordingly I have recently introduced into the Senate a bill (S. 4230) providing for 8 new amendments, designed first to liberalize the present act in certain directions and second to help streamline operations still further by removing certain minor obstructions to good administration. Credit Unionists will be interested in hearing what these amendments propose to do and why they have been thought desirable.

The outstanding change in the Federal law provided for in my bill is that of permitting Federal credit unions to pay patronage dividends. In other words, they are authorized to return a certain part of their net earnings each year to member borrowers in proportion to the amount of interest these borrowers have paid during the year.

Everyone familiar with the historic principles of cooperation will recognize at once that this would go a long way toward making the credit union a true Rochdale cooperative. It would meet the desires of many credit unionists to see the service side of credit unions emphasized and the profit motive minimized still further in credit union operations. Thus the credit union would be removed one step further from the possible danger of developing into simply another loan company whose shareholders have quite lost the cooperative spirit and are interested only in investing their money profitably.

Considered practically, the patronage dividend would be merely a deferred reduction of interest rates. If the established rate was 1 percent per month, or 12 percent per year, a return of one-sixth of the interest paid, in the form of a patronage dividend, would be practically the same as making a charge of 10 percent instead of 12 percent for the loan. The advantage to the credit union would lie in the fact that the reduction would not actually be made until after the close of the year, and the members could then judge whether or not they could afford it and just what effect it would have on share-dividend payments.

The amendment, however, does not open the door to return of the entire net earnings (after reserve reduction) of a Federal credit union to borrowers. No patronage dividend may be paid until a dividend at the rate of at least 3 percent has been authorized on shares. This provision simply recognizes that the shareholder has a claim to consideration fully as much as the borrower. Most Credit Union members are not people of large income. The few dollars they receive in dividends at the

end of the year usually mean much to them. I believe it will be generally agreed that the proposed limitation on patronage dividends is only fair.

This amendment likewise provides that money paid in on shares before the 5th of the month (instead of the 1st as at present) shall be counted in determining the shareholdings for the month eligible for dividends. This will mean an added return to employee-members whose pay does not reach them until the 1st of the month or later.

Another amendment will be appreciated both by the rank-and-file members and by treasurers and other officials. It provides that a member may maintain a joint account in the credit union with anyone he wishes to designate, whether or not this other person or persons belong to the credit union or its field of membership. A man, for example, who belongs to the credit union may open a joint account with his wife, even though she is not eligible to membership. But this second member to the joint account may not vote, hold office, or borrow from the credit union unless he or she is within the field of membership and is qualified as a credit union member. The purpose of this provision is merely to simplify procedure in paying out the balance of a member's account in case of his death.

The other amendments deal mostly with matters of technical procedure. One authorizes the board of directors to require a surety bond from any officer or employee having custody of, or handling, credit union funds. The present provision applies to officers only. Another amendment removes the requirement that the treasurer shall give notice of credit committee meetings to members of the committee. Still another interprets the term "pass book" to mean "any book, statement of account, or other record" approved by the Governor of the Farm Credit Administration for use by Federal credit unions."

A maximum fee of \$25, instead of an investigation fee of \$20 and a \$5 charter fee, is specified, the fee being payable when the charter (organization certificate) is approved. This provision clarifies the charter charge and makes it comparable with state charges for this purpose. There is a provision for dissemination of credit union information which, among other things, would give the Federal authorities a freer hand in carrying out educational programs for stimulating membership participation in Federal credit unions. Embezzlement or other misuse of credit union funds or property is made a Federal as well as a state criminal offense.

These amendments, if enacted, will of course not represent the last word in perfecting the Federal Credit Union Act. But they will help materially in making Federal Credit Unions more useful at their present stage of development. I hope it will be possible to pass them without too great delay and thus add still further to the efficiency of Federal Credit Unions for a long career of usefulness.

ANOTHER STATE LAW AMENDED

BING STOPPED in 1938 by an arbitrary official of the banking department did not deter the Louisiana Credit Union League from trying to amend their credit union law during the recently adjourned session of the Legislature. This time their efforts met with success and they now have a law which provides:

1. Loans up to 10% of the paid-in and unimpaired capital and surplus (or \$500, whichever is greater). The old law prohibited a larger loan than \$500.
2. Unsecured loan limit raised to \$300, thus making it possible for a credit union to loan a member \$300 on his own signature.
3. Loans to directors and committee-men to the extent of their share holdings in the credit union. Heretofore they could not make a loan unless approved by a majority of the members of the credit union.
4. A Credit Union may loan up to 50% of its paid-in and unimpaired capital and surplus to other credit unions. The law has always provided for the investing of credit union funds in another credit union. For the first time a provision has been written into a law limiting interest on inter-credit union loans to a maximum of 6% or $\frac{1}{2}$ of 1% per month.

The writing of the amendments to the law and the securing of their passage was obtained by the hard work of the league officers and directors under the guidance of their energetic and capable president, Harold Moses.

The amendments do not mean that credit unions have to change their method of operation unless they desire to do so, however, they give them more latitude and increase the scope of the service they can render their members.

THREE TAX VICTORIES

WE ARE STILL batting fairly well in the Tax League. For some months the credit unions of Oklahoma have been bothered by an intangible tax which has been heard first before the County Board of Equalization and more recently by the District Court. We have word from Haney Hoskins and J. C. Edwards of Oklahoma City that the District Court decision is favorable to the contention of the credit unions that they are not subject to the tax in question. The National Association has been cooperating with the Oklahoma State League in this important matter. The Oklahoma City credit unions have been carrying the ball in the matter locally and this constitutes a very important victory for the League and a complete justification of the determination of the Oklahoma City credit unions to contest the tax. The result is a source of great satisfaction to the League and we congratulate all concerned. Taken in conjunction with the recent tax victory in Kansas it proves that we are still batting better than .300 in the Tax circuit!

This matter was very ably conducted by Attorney J. Butler of Oklahoma City who
(Continued on page 211)

Credit Union Serves Dentists

by DR. MICHAEL SWADOS

Treasurer Erie County (N. Y.) Dentists Credit Union

IN 1934 THERE WAS no organization in Buffalo to care of the credit problems of Buffalo dentists or to supply them with a plan of systematic saving. Today the Erie County Dentists' Credit Union, with a membership of 171, not only meets those needs, but also functions as a service organization which promotes thrift, cooperation, and friendlier relations between members of the profession. How has this come about?

The story of our birth and development is really quite simple. One day in the summer of 1934 I was getting a haircut and my barber began chatting, as barbers do, about the depression and the various means of combatting it. He mentioned the fact that a group of East Buffalo businessmen were forming a credit union which they expected would help them to mitigate some of the more severe effects of the depression. The idea struck me at once as a practical one for dentists as well as businessmen. At the next meeting of the Gilead Dental Society, a dentists' study club, we discussed the idea; the group as a whole reacted very favorably to it. For after all, the financial problems of the average dentist, especially in times of depression, are not much different from those of any other functional group. The number of patients who are unable to pay at the time of treatment increases enormously during periods of economic instability, but the dentist cannot discontinue treatment merely because he is not being paid right away. The primary job of the dentist, like that of the physician, is to render service and safeguard health. Monetary reward is a secondary consideration. But dentists not only need money for pretty much the same things that other people do: they also need money to help purchase new equipment, or to remodel the offices and the laboratory, or to purchase supplies in quantity. Some men borrow money to pay in full for special lecture courses in order to keep up with new developments and thus be of better service.

Once we decided to go ahead with the scheme, we contacted the New York State League for more information. Miss Dora Maxwell of the Bureau and Mr. Warren Parker of the Dold Credit Union came, and after explaining the setup in detail, prepared an application for a charter for us. After our charter was approved, Mr. Parker helped us get under way. I might add that from that time on Mr. Parker's assistance has been invaluable.

We organized with several basic principles which we have always kept firmly in mind. It might be well to mention some of them. First of all, our group was to be an organization of men and not of dollars. We were organizing, not for profit, but for mutual cooperative service. We were to be, fundamentally, a savings organization—a thrift agency. And we would admit allied groups into the union. That is to say, nurses, assistants, dental mechanics, technicians, and laboratory workers would also be eligible. In this way we would

keep ourselves from being too restricted and at the same time we would operate within our proper sphere.

On September 6, 1934, when the New York State Banking Department granted us our charter, we had seven members and a paid in capital at the first meeting of \$98.00. In 1935 we had sixty-seven members, by 1936 eighty-nine members, 125 members in 1937, 152 members in 1938, and 171 members in 1939.

Our financial development has, in addition, been commensurate with our growth in membership. Before I go into that, however, it may be interesting to recall the circumstances surrounding our first loan, which was made to a young dentist who was just opening his office.



Dr. Swados and Credit Union exhibit at Dental convention.

He had spent so much money for equipment that he had none left with which to send notices to his friends. With our loan he was able to make the fact known that he was going into practice. Today that dentist is one of our largest shareholders and our most enthusiastic credit unionist.

We are pretty proud of our record. We have found the credit union idea to be eminently suited to the needs of the dental profession because it is a thrift agency, a weapon against the loan shark and the unscrupulous money lender (who is perfectly willing to prey upon the dentist), an instrument which increases the purchasing power of the professional man as

well as the worker, an institution which is prepared to take care of emergencies, and an organization which helps to cement friendships among the members of the profession.

We look forward, through the ensuing years of continuous crisis, to the steady and harmonious growth of the Erie County Dentists' Credit Union as a service and savings organization, and we sincerely hope that our record will encourage dentists' groups throughout the country to embark upon a similar program.

The Board of Directors, Credit Committee, and Supervisory Committee, and officers for the year beginning January, 1940, is as follows:

Board of Directors

Dr. Michael Swados
Dr. M. D. Wolfsohn
Dr. Samuel Fried
Dr. Peter Battista
Dr. V. Lojacono
Mr. H. R. Gurtner
Dr. Jos. E. Margarone
Dr. Albert B. Spitzer
Dr. Nelson Healy

Credit Committee

Dr. William Estry
Dr. Philip Ament
Dr. A. Harry Ravins

Supervisory Committee

Dr. Jacob H. Greenberg
Dr. Melvin L. Israel
Dr. Joseph Jacobson

Officers

Dr. Jos. T. Margarone, President
Dr. Peter Battista, Vice-President
Dr. Samuel Fried, Secretary
Dr. Michael Swados, Treasurer

You will note that the eligibility for membership takes in practically the entire field covering the Dental Profession. It is my recommendation that any charter for Professional groups should include such a field: Any registered Dentist in Erie County and/or any Dental associate, nurse, assistant or Dental Mechanic employed by any registered Dentist, and/or

(Continued on page 214)

	July 30, 1940	1939	1938	1937	1936	1935
Number of Members..	181	171	152	125	89	67
Cash in Banks.....\$ 3,965.10	\$ 3,388.04	\$ 999.86	\$ 1,814.72	\$ 990.75	\$ 688.42	
Balance Due from						
Loans to Members						
and Credit Unions..	13,228.70	14,826.16	13,308.52	9,039.00	4,998.25	1,766.25
Shares	15,877.52	16,675.89	12,992.07	9,875.00	5,005.74	2,304.00
Guarantee Fund	473.12	453.31	314.33	167.49	71.26	8.31
Undivided Profits		698.08	636.87	687.28	246.75	74.82
Unearned Interest			427.74	328.62	165.23	67.54
Loans Granted	15,172.50	29,910.00	29,489.00	18,915.00	9,703.00	3,220.00
Gross Earnings		1,353.53	1,114.88	710.00	357.11	113.50
Expenses		579.10	453.11	221.13	91.49	26.27
Net Profit		774.73	661.77	489.47	265.62	87.23

NET CAPITAL \$17,827.28 \$13,943.27 \$10,525.10 \$5,823.75 \$2,320.00

Total loans granted since existence approximately \$115,000 with no losses.

The rate of interest charged on loans is

5% discount. This includes Cuna Loan Insurance covering total disability or death.

The Bridge National Committee

R. A. West, Chairman
Staley Credit Union, Decatur, Ill.

"OUR GOAL—80,000 BRIDGE SUBSCRIPTIONS BY APRIL 1, 1941"

HERE IT IS the day before I leave for the north woods on my vacation, with one thousand things to do, one of which is to write this article for THE BRIDGE. Since it is the duty of this Committee to secure 80,000 subscriptions to THE BRIDGE, we now rate a column which we hope you will follow each month.

In this column we will try to give you the latest reports as to the progress being made by the Committee, and we hope that each reader will do his part in heading up a Bridge Committee in his credit union to secure subscriptions.

The Bridge National Committee was conceived by Mr. William Reid, President of CUNA. In his report to the Executive Committee and to the National Board, he recommended this Committee and the present personnel. The idea was enthusiastically accepted by both bodies and became a reality at the National Board meeting held in Madison in May.

Our goal, "80,000 BRIDGE subscriptions by April 1, 1941," is a big order; at least, it sounds big until we compare 80,000 with 2,500,000, which is the approximate credit union population of the United States. This goal may be achieved through this Committee, the organization of which we are now in the process of completing. Assisting me on this Committee is John Ammering, of Rochester, New York, Chairman of the Eastern District; Edward Kimball, of Columbus, Ohio, Chairman of the East Central District; George Jacobson, of Minneapolis, Chairman of the West Central District; F. L. Andrews, of Jacksonville, Chairman of the Southern District; and George Sopp, of Los Angeles, Chairman of the Western District. Each district has been assigned a quota, which quota will be apportioned to the State according to their credit union membership. While only a few states have appointed their Bridge Committee Chairmen, I am reporting the progress to date.

Eastern District

The eastern district is composed of the following states: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey. Mr. Ammering, in addition to being Chairman of this district, has accepted the chairmanship of his State, New York. Miss Julia Connor will organize the Bridge Committee in Pennsylvania. Likewise, Mrs. Florence DesRoches will have charge of New Hampshire. *New York State, under John Ammering, has probably advanced their organization more than any other state to date, and we are expecting results from them right away.*

East Central District

The states comprising the east central district are: Michigan, Illinois, Indiana, Ohio, Kentucky, West Virginia, Virginia, Delaware, Maryland. To start the ball rolling, Ed Kimball, chairman of this dis-

trict, will also head up the State Bridge Committee in Ohio. The only other chairman in this district is Charles L. Fisher, whom Maryland has selected to organize the State Bridge Committee there.

West Central District

This district is comprised of the states of North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin. The State Bridge Chairmen in this district are: George B. Schaus, for Minnesota, A. E. Browning, for Missouri, and J. E. Brock, for Kansas.

Southern District

The southern district is composed of the following states: North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma, Texas. This is a large district, and under the chairmanship of Mr. Andrews. Oklahoma has selected as their State Bridge Chairman Miss Linnie B. Wilson. Mr. Andrews will also be the State BRIDGE Chairman for Florida.

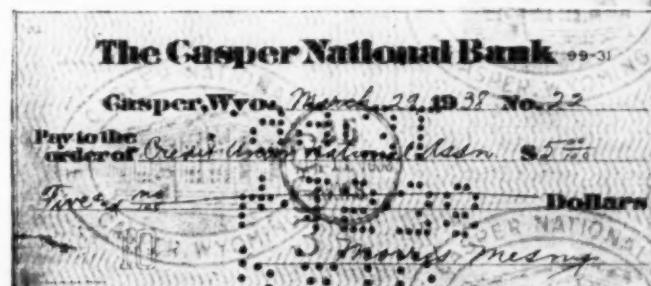
Western District

This district is composed of all the western states, which are: Washington, Montana, Oregon, Idaho, Wyoming, California, Nevada, Utah, Colorado, Arizona, New Mexico, and including Hawaii. The State of California, which is the only state which has selected their State Chairman and Mr. Scott Clych will act in that capacity.

I want to stress the importance of each State League making an appointment of a chairman to their State Bridge Committee. As soon as this appointment has been made, contact should be established with me, or your district chairman.

It is our plan to have each state chairman make monthly reports to its district chairman. The state chairman will appoint

We take great pleasure introducing again to BRIDGE readers the first contributor to the Filene Memorial, Morris Mesney. We are holding his check (reproduced herewith) and it will be framed and will occupy a place of honor in Filene House. Mr. Mesney is a letter carrier at Casper, Wyoming, and, while in this picture he is a bit warmly clad for September, it won't be long now before we will all be hunting for the old overshoes and the fur tippet!



chapter Bridge committees, and from these chapter committees, Credit Union Bridge committees will be selected, in order that each credit union may be contacted, and the results recorded on a contact report blank.

As chairman of the Bridge National Committee, I want to thank all those who have taken an active part in this campaign. I would also like to urge that if you, as a reader of this magazine, will lend your assistance and obtain BRIDGE subscriptions in your own credit union, the task of obtaining "80,000 BRIDGE subscriptions by April 1, 1941," will soon be a happy memory of a job well done.

Bridge Circulation as of July 31, 1940

State	No. of Copies	State	No. of Copies
Illinois	6,489	North Dakota	80
New York	2,690	Utah	74
Wisconsin	1,410	Alabama	73
Missouri	1,229	Rhode Island	72
Ohio	1,183	Oklahoma	69
California	901	West Virginia	54
Pennsylvania	891	South Dakota	36
Minnesota	808	Idaho	27
Iowa	523	South Carolina	21
Michigan	507	Mississippi	19
Texas	507	Arkansas	18
Massachusetts	459	Montana	18
Kansas	430	New Hampshire	10
New Jersey	419	Wyoming	10
Indiana	369	Delaware	4
Washington	300	New Mexico	2
Colorado	278	Vermont	1
Connecticut	267	Nevada	1
North Carolina	231	Foreign Subscriptions	
Florida	225	Canada	152
Georgia	220	Philippine Is.	4
Kentucky	218	Canal Zone	3
Maryland	192	Japan	1
Virginia	182	South America	1
Tennessee	174	Miscellaneous	
Oregon	169	Complimentary	177
Nebraska	126	Exchange	17
District of Columbia	112	Total Bridge Subscriptions	23,197
Hawaii	95		
Maine	95		
Louisiana	90		

FRIENDSHIP

Friendship needs no symbol,
Or vow to make it whole;
It's just a sacred covenant
That's locked within the soul:
It knows no creed or station,
Or thought of gain or fame,
For what it does is sacred,
And is done in Friendship's name.

What About It?

Readers are invited to Submit Questions on any Credit Union Problems and also to give us your frank reaction on the answers, whether you agree or disagree with the Editor.

By TOM DOIG

WHAT ARE THE DUTIES OF THE SUPERVISORY COMMITTEE?

QUESTION NO. 1.—I HAVE JUST BEEN APPOINTED A MEMBER OF THE SUPERVISORY COMMITTEE OF OUR CREDIT UNION. NATURALLY I AM ANXIOUS TO DO THE JOB WELL BUT I AM ALTOGETHER NEW AT THIS SORT OF THING. HOW SHALL I BEGIN? JUST WHAT ARE THE DUTIES OF THE SUPERVISORY COMMITTEE?

ANSWER: The credit union is intended to be a self-help organization operated by its members for their own financial betterment. Although most credit union laws provide that the credit union shall be audited annually by either a state or federal supervising body the ideal of the credit union is best attained when the whole responsibility for auditing and supervision is assumed by the credit union members themselves. Under our present credit union structure this responsibility for auditing and supervision devolves upon the Supervisory Committee.

AUDIT SHOULD BE CONTINUOUS



Tom Doig

The Supervisory Committee is, under most laws, elected annually by the members, but in some cases is appointed by the Board of Directors. Primarily it is the business of the Supervisory Committee to serve the credit union in the capacity of auditors. Any financial institution should be frequently audited. In the credit union we should not depend for this audit on the state or federal government. It should be conducted by the members of the credit union through the Supervisory Committee. Most of our credit union laws provide that the Supervisory Committee shall make a complete audit at least once each quarter. The audit should be constant and continuous.

Were I elected during this month to serve on the Supervisory Committee of a credit union I would drop in at the credit union office on the last day of the month and ask the credit union treasurer for the key to his cash box or access to the safe. I would count the cash on hand myself. Then, when the bank statement was received by the credit union on the first of the month I would insist that my fellow-members of the supervisory committee reconcile that statement with me. A properly functioning Supervisory Committee should reconcile the bank statement each month. This duty should not be left to the credit union treasurer.

Each month the treasurer of a properly operated credit union prepares a financial statement. This statement is usually posted in a conspicuous place in the credit union office or on the bulletin board and there left until replaced.

When a member of the Supervisory Committee signs this financial statement his signature thereon indicates that he has verified the cash accounts of the credit union and found them to be in good order. The signature of a member of the Supervisory Committee cannot properly be affixed to this statement unless he has

counted the cash of the credit union on the last day of the month and followed this by personally reconciling the bank statement. When you sign this statement you are telling the members of your credit union that as a member of the Supervisory Committee you have checked the accounts of the credit union and that the financial statement as prepared by the Treasurer is correct. Do not make such a statement to your fellow members if it is not true.

It is my firm belief that Supervisory Committees should function continuously rather than once each quarter. This will really simplify and reduce to a minimum the work to be performed by the members of the committee. If a credit union receives cash today that cash should be deposited in the bank tomorrow. This practice tends toward safety, reduces the opportunity for errors to creep in, and thus reduces the amount of effort expended by the Treasurer in keeping the books. Therefore, at the close of each month the Supervisory Committee should examine the daily receipts of the credit union and ascertain whether bank deposits of equal amount have been made within twenty-four hours after the cash is received.

EVERY TRANSACTION SUBSTANTIATED BY PROPER VOUCHER

At the close of each month the Supervisory Committee should examine each check issued by the Credit Union. It should make sure that each check is properly signed and countersigned. It should make sure also that each check is supported either by a loan application, a withdrawal slip, or a voucher indicating the nature of the expenditure.

In the case of checks issued for loans it becomes necessary for the Supervisory Committee to know that the loan was properly made. Therefore the Supervisory Committee should examine each loan application and note covering loans made during the month. First, since the signature of each member of the credit union is on file in the signature card file of the credit union, the signature on the loan application and note should be compared

with the signature of the member on file in the signature card file. Most credit unions are small enough so that any member of the credit union is known by one or another of the members of the Supervisory Committee. Be sure, then, that forgery has not been committed and that the signatures on the loan applications and notes are actually the signatures of the borrowing members. Be sure that there is such a person as the one indicated as the borrower on the loan application and note and that the address set forth on each of these instruments is the proper address. This sounds silly and yet I remember one postal credit union in which a shortage of funds developed, and when investigation was made it was found that loans had been made to fictitious persons, and that there were no such addresses as those set forth on the notes. One would think this to be impossible, particularly in a postal group, but it actually happened. Be sure also that no changes have been made in the loan application, particularly with regard to the amount of the loan. Compare the note and loan application with the individual ledger card to be sure the proper amount of the loan has been charged against the borrower.

In case of withdrawal of funds from the credit union be sure the signature on the withdrawal slip is the signature of the member, and again check this withdrawal slip with the individual share card to be certain the proper amount has been charged against the individual account and that the account has not been overdrawn.

ANOTHER ASPECT OF THE COMMITTEE'S RESPONSIBILITY

If investments have been made by the credit union find out why. There are very few credit unions (if any) which have enough money to supply the borrowing needs of the members of the credit union. Possibly it has been made too difficult for members to obtain loans. Possibly prospective borrowers have been frightened away by the rigid rules made by the Board of Directors or Credit Committee. Just ask a few questions about these matters (ask the members) and then submit your findings to the Board of Directors. I do not believe the Supervisory Committee should do more than make suggestions to the Board of Directors and Credit Committee about these matters, but they should make suggestions. Keep in mind that the safest place of investment for credit union funds is in loans to members. If the credit union is purchasing investment securities be sure these investments are legally proper. Incidentally, government bonds are still the best investment aside from loans to members.

What About It?

Verification of passbooks. This, too, should be a continuous process, and of course this verification should be carried on by the Supervisory Committee. Verification forms may be obtained from the CUNA Supply Cooperative at Madison. These verification forms should be sent to eight percent of the credit union's membership each month. If the credit union is of average size and has three hundred members this would mean that each month twenty-four verification forms would be sent out. With each form a stamped envelope addressed to some member of the Supervisory Committee should be enclosed. These verification forms should be sent to a staggered list of the members each month but should cover the entire membership during the course of the year. No one connected with the credit union operating office should know to which members the forms are being sent. This check will prevent any manipulation of the amounts entered in the passbooks.

Be sure that the control or general ledger is balanced each month against the individual ledger. There is only one way to be certain of this and that is for the Supervisory Committee to run a tape each month on the individual share accounts and on the individual loan accounts and to balance these tapes against the control or general ledger. This function should be performed by the Supervisory Committee at least once each quarter, but it would be far better if the Supervisory Committee would balance the books in this manner monthly. It does no good to check a tape run by the Treasurer or some other person as there might be items included in the total of this tape which did not appear in the individual items. Run the tape yourself. Then you know it is right.

DETERMINE ADEQUACY OF BOND COVERAGE

What about the bond of the Treasurer? This bond should be in possession of either the President or Secretary of the credit union or of some member of the Supervisory Committee. Be sure the bond is still in effect. It is my belief that the bond should be in an amount equal to at least fifteen percent of the assets of the credit union. It seems that whenever a shortage appears in a credit union the bond of the Treasurer is inadequate. The credit union saves ten or fifteen dollars a year in bond premiums and then at the end of say ten years loses about ten thousand dollars. There is no percentage in that. CUNA has found a way whereby, if the credit union is a member of its state league and bonds its treasurer in an amount equal to at least ten percent of assets, it receives fifty thousand dollars of excess bond coverage free. Is your credit union taking advantage of this opportunity? If not it is your duty to see that it does. Be sure that all persons who handle funds of the credit union are bonded.

Examine, at least quarterly, the minutes of the meetings of the credit committee. This committee should keep a record of its meetings. These minutes should show the

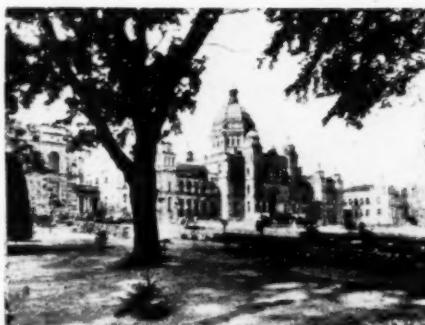
disposition made of each loan application presented to it. The minutes should indicate what members of the committee were present at each meeting it held.

Examine monthly the minutes of the meetings of the Board of Directors. The Board should meet once each month. It is absolutely essential for the Supervisory Committee to know of any action taken by the Board of Directors of the credit union with regard to its operation. If the Board of your credit union does not meet each month it is your business to do something about it.

RESPONSIBILITY GOES WITH DEMOCRATIC CONTROL

On paper this all looks like a great deal of work. In actuality it is not much work for the Supervisory Committee in the average credit union. If our credit unions are to continue as self-operating, self-governing institutions then we must take the responsibility for operating them and governing them. If we do not perform these functions ourselves then we are sacrificing our freedom of action because of laziness and our credit unions will be controlled and governed by outside agencies. There must be supervision. Shall we perform that function or turn it over to others?

WELL HOUSED, WHAT!



CHARLES BANFIELD is the King's Printer. If that isn't enough he is one of the instigators of a credit union which is housed in the very magnificent building herewith reproduced (which also, incidentally, is the British Columbia Parliament Building, located at Victoria, British Columbia). The credit union is called the Victoria Government Employees Credit Union. Mr. Banfield is its President and he sends us the following message via T. A. Switzer, Assistant Inspector of Credit Unions for the Province. "You are extended a hearty invitation to visit our credit union when in our neighborhood. Just get on the palatial coast steamers" (which sounds like a plug but probably isn't) "and follow the birds to Victoria" and see the new baby of Credit Unions."

Congratulations and best wishes. A credit union housed as this one is is bound to go places.



Tom Doig leading the discussion at a special session.

FIRST SUMMER CREDIT UNION INSTITUTE A SUCCESS

PIONEERING representatives from the states of Connecticut, Pennsylvania, Massachusetts, New York, New Jersey, and far away Alabama gathered on the beautiful campus of Massachusetts State College at Amherst, Massachusetts, July 28 to August 3 to attend the first summer credit union institute conducted in America.

The credit union course was held in conjunction with the Co-op Institute sponsored by the Eastern Cooperative League. These Institutes have been an annual event for the past six years. For the past several years they have been directed by the dynamic and capable Educational Director of the League, Robert L. Smith.

The general program was a well-arranged combination of education and recreation, which always makes study and learning pleasant and productive.

The credit union group assembled promptly every morning for a lecture and discussion under the leadership of CUNA's Educational Director, J. Orrin Shipe. So eager for information were they that they met daily for extra sessions.

Outstanding leaders were heard at the evening general sessions. Managing Director Roy F. Bergengren was scheduled to deliver one of the addresses. However, circumstances prevented his attending and Assistant Managing Director Thomas W. Doig substituted. He led a round-table discussion group during the afternoon and at the evening session delivered one of his usual inspiring and informative messages.

League managing directors Leonard R. Nixon of Connecticut and Sidney Stahl of New York, and the New York field representative, Joseph Catozzi, dropped in and attended one or more of the sessions. W. E. Allen, Chief, Membership Relations, Credit Union Section, was able to attend and participate the last two days.

The attendants had the following to say about this experimental course:

"To me this week's activities have been just another step forward in the Credit Union Movement."

"I obtained many new ideas and information which will greatly aid me in the operation of our Credit Union."

"It has shown me the necessity of an Educational Committee and program in our Credit Union; we will start such activity as soon as we return."

"I would like more such conferences as this, also weekend conferences."

"The course has been a revelation to me; although I have been connected with a credit union for more than a year, I have never realized that there are so many benefits."

FEDERAL SECTION

NEWS CREDIT UNION SECTION, FARM CREDIT ADMINISTRATION

By OTTO WILSON



Otto Wilson

WHAT MAY prove to be one of the most significant happenings in more recent credit union history took place in Florida in July. With the aid of representatives from the Credit Union Section, three councils ("chapters" in most States) staged a most successful series of training classes for supervisory committee members.

Jacksonville led off, and Tampa and Miami followed a little later. The same simple plan was followed in each place—two meetings on successive evenings, one devoted to the whole range of duties of the supervisory committee and the other to a 3-hour session of actual auditing of sample accounts. From start to finish the meetings were held closely to the practical. The leaders went over the ground of supervisory duties step by step, showing as far as possible not only what the committee should do but how it should proceed if its work was to be effective.

Altogether, by actual count, 97 members of supervisory committees attended these classes. A large proportion of them had never sat in on a council meeting before. They were fascinated by the "brass tacks" nature of the discussion and enthusiastic about the value of the training-class idea.

Definite plans have been formed by the Credit Union Section to make these Florida training classes the pattern for others all over the land. The plans call for the same kind of cooperation between the Section and local leaders as that which made the first meetings so successful, namely, the chapter will make the advance arrangements and see to it especially that the classes are given the fullest local publicity, and the Section will furnish instructors, sets of sample accounts, charts, etc., and actually carry on the classes. W. P. Mallard, chief of Field and Review Unit A in the Section, who worked up the course and conducted the Florida meetings, is scheduled to lead a similar class for the Atlanta, Ga., chapter, and other meetings are in prospect.

Regional Associations

SUCCESS of the supervisory committee classes so far held has been due, in the first instance, to the hearty and whole-souled manner in which local leaders went about the advance preparations. In Florida radio and newspaper announcements were supplemented by letters sent personally to supervisory committee members in the whole area, and then the telephone had a busy hour or two while these members were reminded of the time and place of the meeting. (One industrious official talked himself hoarse in telephoning and

had to turn the job over to someone else.) Mr. Mallard, who conducted the meetings, is positive in insisting that such advance preparation is almost the first necessity in making the classes effective.

The point is especially worth noting, since it foreshadows a method of cooperation which, it is hoped, will be ever more evident in the future. As Federal credit unions increase at the rate of 700 to 800 a year, an additional force of 10,000 to 15,000 officials is created. Clearly there will be no way of reaching personally even a fair proportion of the great company of Federal credit union officials except through regional group meetings. Local councils and chapters thus may become a most valuable link in the educational chain, not only for the Credit Union Section but for the developing educational departments of State authorities, CUNA, the leagues, and other organizations. Past experience shows that they are for the most part more than willing to play such a role.

Crossing the 500 Line

WITH ONE foot poised in the air, New York is just ready to step across the line. The chances are dozens to one that it will have done so before these words are read.

The line is the 500 total for active Federal credit unions, and New York is the first State to approach it. With 14 new Federal charters in June, the State's total was brought to 496, and with 5 more added in July it seemed to have gone over the goal line. But the heat, or something, brought 2 casualties, leaving it with only 499. August will surely round out the 500, and more.

Taking into account the liquidated credit unions, this total means that New York has averaged better than 7 new Federal credit unions per month in the 6 years since the Federal Credit Union Act was passed. In the first 7 months of this year, 92 Federal charters went to New York State, or 13 per month.

Pennsylvania, with 452 active at the end of July, is the only other State within hailing distance of the 500 mark. California, Texas, and Ohio form the second group, each having between 200 and 300 active Federal credit unions. There is still one State, Wisconsin, which has no credit union under Federal charter.

Defense Effects

ANALYSIS of June 30 reports has proceeded far enough to show that Federal credit unions are fully justifying the optimistic forecasts as to volume of business made in earlier months of this year. Indeed, there is good indication that the more conservative estimates may be left

far behind.

A large number of Federal credit unions are directly affected by the expanding defense program, involving as it does the expenditure in industry of great sums of money, increases in number of working shifts per day, and hiring of thousands of new employees. The credit unions are adapting themselves admirably to the new order, apparently appreciating fully their responsibility to bring their service to new employees and to steady the old ones in the face of enlarged income from overtime and higher wages.

Credit unions in aircraft manufacturing plants naturally are among the first to feel the impact of the new flood of business. One of the largest and oldest of Federal credit unions in this branch of industry added 1,770 new members in the first 6 months of this year. Another which was chartered only last February already has several hundred members and assets of more than \$8,500. A similar story is told by reports from other aircraft credit unions scattered over the country.

The Credit Union Section is closely watching this expansion, not only in aircraft but in all other leading branches of industry, and is prepared to help out in the special measures that may be necessary in credit union adjustment to the new conditions.

Federal Jottings

IT IS LIKE looking into the future to read the name of the credit union to which Federal charter No. 4029 has recently been issued. The new credit union will function in Bridgeport, Connecticut, under the name "G.E. Radio and Television Federal Credit Union." Some day there will be multitudes of "Television" credit unions, but so far as we know (although we keep our fingers crossed) this is the first credit union with that magic word in its title.

Summertime is visitors' time in the Credit Union Section. It has been a pleasure to welcome one after another good credit unionists in recent weeks, dropping in from every section. On one day three visitors came in, one from the Pacific coast, one from the Atlantic, and one from Florida.

Sometimes the visitors have more serious purposes in mind than just passing the time of day. Miss Mary Walsh, for example, office manager for the large Wekearnyan Federal Credit Union, spent several days of her vacation in the Section discussing machine bookkeeping and like matters of procedure—and that was during the hottest days of the year in Washington. Roy Strain, from Compton, California, also used a week or two of his vacation analyzing credit union bulletins.

CUNA IN THE FIELD

By DORA MAXWELL
Northeastern Representative

CUNA Organization Service

THIS NEW SERVICE has been set up to contact large national groups where chains of credit unions could be established and otherwise spread the program of organizing new credit unions. There has been an obvious need for this for a long time but we have been too pressed by other work to tackle this job. All have agreed that the first duty of the Organization and Education Department was to assist in the building of strong state leagues. Nor is this job done by any means. But now so many states have employed full time or regional managing directors the pressure on our Department has let up somewhat and we can devote some time to what after all is the major program of our movement—to crusade against usury by organizing more and more credit unions.

CUNA is the obvious agency to contact national groups where there exists the possibility for numbers of credit unions and to relay the information to our various organizers in the state leagues to do the local follow-up work. Those of you who have been organizing credit unions in the past have from time to time wished for more definite information with regard to the group you were working with—how many credit unions already existed in the XY group, what progress they were making; whether there was a unit in your locality, etc. Previous to this our information on these points has been sketchy but we propose to remedy this as rapidly as we can. Consistent with other duties we are digging into this big job.

Municipal Groups

OUR PRESIDENT, William Reid, is president also of the New York Municipal Credit Union. Based on his experience in this credit union and because of his membership in the Municipal Finance Officers Association of the United States and Canada, he wrote an article for the official MFOA magazine, "Municipal Finance." This was reprinted by us and is now available for distribution through CUNA Education Service.

The MFOA Convention was held last June in Detroit and through the good offices of Carl H. Chatters, Executive Secretary, we were granted exhibit space enabling us to spread our message through the distribution and display of literature. The Credit Union Section cooperated by lending their baloptican educational apparatus.

Mr. Reid was to address the convention but was prevented from doing so and

Frank Rubel, Manager of the N. Y. Municipal Credit Union took his place. A resolution was passed endorsing credit unions for municipal employees and urging their spread. To this end a committee is being appointed.

Recently George Feller of the St. Paul Minnesota City and Country Employees Credit Union prepared an article which was sent out as a release to some forty-five magazines of the various state leagues of municipalities.

raise their hands and a veritable sea of hands went up. However, there were 8,000 teachers in attendance and it was apparent that the Committee still had a big job of organization ahead of it. Mr. Moran also presided over a Credit Union Booth and members of our Organization and Education Department assisted. As a result of the contacts at this one meeting we are now in touch with 34 local groups of teachers who want to organize credit unions and 21 state, county and regional associations of teachers who want speakers, exhibits and circular material for their meetings this fall.

Teachers offer us a wonderful field. Although there are over 600 credit unions serving these people there is room for four or five times that number. Here is one section of our job where steady progress is being made.

Connecticut, under the leadership of Leonard Nixon and James Moran, co-Managing Directors, leads the way with enough credit unions set up so that every teacher in the state is eligible to membership. Hawaii is second to have accomplished this, followed by the District of Columbia where two credit unions provide service for all teachers.

Pennsylvania has probably the largest number of teacher credit unions, with 61 in operation. Through Julia Connor, Managing Director, arrangements have been made for our Organization and Education Department to help in an intensive organization program in October.

Ohio has 21 credit unions for teachers, with a share capital at the end of 1939 of \$245,000 and total loans since 1934 of over \$600,000. John F. Locke of the Cincinnati Teachers Credit Union has prepared an article, with complete statistical information which is to appear shortly in "Ohio's Schools."

Rhode Island, under the leadership of National Director Marie Howard, who is President of the Rhode Island Institute (state teachers organization) has mapped out a complete organization program for her state and we are cooperating with her and John Gough, Managing Director, in covering thirteen or fourteen meetings this fall.

New Jersey has only a very few more credit unions to organize to finish her teacher program. Michigan is moving forward with H. C. Howell of the Detroit Teachers Credit Union (largest teacher credit union) writing an article for an early fall issue of the Michigan Education Journal and Karl Guenther, Managing Director, preparing to spread the work.

(Continued on page 214)

NEWS FROM CANADA

BY GORDON SMITH

JULY WILL go down in history of Ontario Credit Unions as a red hot month. First the temperature was at the highest peak recorded during the last decade. Second, the meeting of the Toronto district chapter under the leadership of Bill Mowle was one of the hottest credit union meetings we have had the privilege of attending.

The night was very warm, but not nearly as warm as the speech of the managing director of CUNA, Roy F. Bergengren. His remarks fairly sizzled when he commented on the war and Canada's effort, along with the cooperation of the United States. It was a memorable speech and one that will long ring in the ears of loyal credit union folks on the North American continent.

Mr. Bergengren's first trip to Toronto was a welcome one and I am sure he was repaid for his long journey. Hon. P. M. Dewan, minister of agriculture, and director of credit union activities in the Province was also present and gave a forceful address on cooperation in all phases.

It is hoped and expected that Mr. Bergengren will return in the fall, for the purpose of organizing the Ontario League, a subject that is uppermost in the minds of provincial minded leaders at the moment.

Harry Finch, the Windsor leader is ready with the members of his chapter to go along the league road and a meeting will be held in the near future to get under way.

Number Four!

THIS MONTH we welcome to the fold the Windsor East Credit Union. This union has been formed among a group of automobile workers on the East Side of the city, under the able leadership of Mr. I. Malania. At an organization meeting which was held recently, the following officers were elected to proceed with incorporation and expansion of the fourth Credit Union to come into being in the Windsor district:

President: I. Malania; vice-president, Steve Sack; secretary-manager, Alec Krawchuk.

Chapter News

IF ALL the meetings of the Windsor and District Credit Union Chapters are as well attended and as interestingly and intelligently participated in by the delegates as was the first regular meeting after organization, held on Thursday evening, July 11, in the West Side Cooperative Hall, then the Credit Union movement is due for an active future in this area.

Not only were several problems arising in Credit Union operation given a thorough going-over, but there is heartening news of the way the movement is spreading. The Windsor East Credit Union is

all ready with a hundred members to get going as soon as the charter is received. Then there is a West Side group that has taken the novel procedure of first accumulating funds before taking any steps toward formal organization. It is expected that the not distant future will see this group in active operation, too.

Notice is again brought to the attention of all Credit Union members, and all others who may be interested, that these Chapter meetings are open to them and their attendance is not only invited but is expected.

THE NOVA SCOTIA LEAGUE VOTES TO JOIN CUNA

THESE ARE indeed interesting days in the history of the Credit Union National Association just as history is being written day by day all over the world. At the last meeting of the National Board of Directors it was found that enough Leagues had ratified the amendment to the Constitution admitting Canadian Leagues to membership in CUNA so that the amendment had become a part of the Constitution. Already the By-laws had been so amended as to conform with this Constitutional amendment in the event it should be adopted.

As noted in the last issue of the BRIDGE the recently organized British Columbia Credit Union League has already petitioned for membership and now we have a similar petition from the Nova Scotia Credit Union League. The following is clipped from the August 1st issue of The Maritime Co-operator. It is a part of an article describing the very fine meeting of the Nova Scotia Credit Union League, held this year at Halifax on July 19 and 20.

"Another important resolution supported the affiliation of the Nova Scotia Credit



Father Coady and Mgn. Dir. MacDonald, Nova Scotia's dynamic leaders.

Union League with the Credit Union National Association of the United States."

Managing Director MacDonald's annual report, reports 196 credit unions with a total membership of 28,693, an increase during the year of 1763. The total assets of credit unions in the Province are \$887,634 and these credit unions have made loans totaling \$3,258,466. The following extracts are taken from Mr. MacDonald's report. They indicate something of the magnificent spirit which permeates the whole credit union movement in the Province.

"We must ever be on our guard to see that the credit union movement is manned by sincere, honest people who have no thought for personal aggrandizement, but who are giving their whole services because of a deep urge to remedy the ills of society and thereby help their fellowmen.

"In these days when civilizations in Europe are breaking up, it should be our major concern to do everything possible on this continent to develop a spirit of sympathy and goodwill toward our neighbours. This can be accomplished effectively through a program of economic cooperation."

The following persons were elected as officers and directors of the League. President, J. C. Hill, Halifax, N. S.; Managing Director, Prof. A. B. MacDonald, Antigonish; Assistant Managing Director, Miss Jean Brothers, Antigonish; Directors, J. P. Henneberry, Eastern Passage; Fred MacInnis, Ohio; J. J. MacIsaac, West Bay Road; John Foote, New Aberdeen; T. G. Gallivan, Sydney; Joseph Ryan, Thorburn; Rev. J. D. Nelson MacDonald, Baddeck Forks; Raymond Sampson, l'Ardoise.

And so, in this thrilling hour in the world's history, when democracy is again being challenged, the credit union movement within the two great democracies of North America draw closer and closer together.

This action is thoroughly consistent with the governing life principle of our great Founder, Edward A. Filene, citizen of the world and pre-eminent proponent of the principles of world democracy and cooperation.

FOR THE MAN WHO FAILS

The world is a snob, and the man who wins
Is the chap for its money's worth;
And the lust for success causes half of the sins

That are cursing this brave old earth.
For it's fine to go up, and the world's applause

Is sweet to the mortal ear;
But the man who fails in a noble cause
Is a hero that's no less dear.

'Tis true enough that the laurel crown
Twines but for the victor's brow;
For many a hero has lain him down
With naught but the cypress bough.
There are gallant men in the losing fight
And as gallant deeds are done
As ever graced the captured height
Or the battle grandly won.

KINDNESS

I shall pass this way but once, any good thing therefore that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer it or neglect it, for I shall not pass along this way again.

NEWS OF STATE LEAGUES

"Replacing the best with something better—that is the keynote of progress"—Edward A. Filene.

CONNECTICUT

By L. R. Nixon

Credit Union Summer "Blitzkrieg" in Connecticut

SUMMER time marked an unusual activity in the credit union movement in Connecticut. During the latter part of June and July, seven new credit unions were organized in industrial concerns in the city of New Britain and four in the city of Torrington. This makes a total of 173 in operation in the State with several more underway.

Those organized in New Britain were the Stanley Tools Employees, manufacturers of famous builders tools, the Anchor Brand FCU at the North & Judd Co., two at the Landers, Frary & Clark Corporation known as Universal No. 1 and No. 2 and three in the divisions of the American Hardware Corporation known as Corbin Employees, Corbin Screw Employees and Russell & Erwin Employees.

The four organized in Torrington were all units of the American Brass Corporation.

Two credit unions are undergoing voluntary liquidation in the state; the Remington Rand in Middletown due to the Company leaving the state and the Warden's Dairy Employees in Waterbury due to a strike wherein most of the members of the credit union are leaving the employ of the company.

Rhodes Visits Connecticut

Hubert M. Rhodes of Raleigh, North Carolina, Field Representative of the Credit Union National Association, spent three weeks during July working with the League representatives in building up the League and in making contacts for new credit unions. Hubert hit Connecticut along with the worst heat wave in years and our guess is that he was glad to get back to North Carolina. He was well received in Connecticut and did a wonderful job and we hope to see him back again in cooler weather.

25 New Credit Unions Organized in Connecticut During 1940

The first seven months in Connecticut were unusually active in credit union development and 25 new credit unions came into being during this period. Of these twenty-five, 17 came from industry, one from the teachers, two postal groups, one railway group, two associational, one parish, and one from a police department.

The Federal Credit Union Representa-

tives, Francis Conroy and Harrison Bennett, held the organization meetings and in four instances responded to written requests to the F. C. A. for preliminary assistance. The balance were organized by Managing Director Nixon and Assistant Director Moran.

Fifty-One Credit Unions Use CUNA Mutual

On August first, a survey revealed that 51 of the credit unions in the state are taking advantage of the Borrowers Protection Insurance offered by the CUNA Mutual Insurance Society. Many of our credit unions feel that this service is much more worthwhile than cutting the interest rate to the borrower as it furnishes not only the credit union and the comakers excellent protection but is of great benefit to the borrower.

Bigelow Sanford Group Issues Posters

The credit unions in the Bigelow Sanford Carpet Company at Thompsonville (there are seven in this plant) have issued a series of original mimeographed posters which depict vividly the possibilities of using the credit union. Samples may be obtained by writing James F. King at B. S. Maintenance FCU, Thompsonville, Connecticut.

East Hartford Aircraft Booming

The East Hartford Aircraft Federal Credit Union, one of the largest federal credit unions in the country, is experiencing a very rapid growth with new members flocking in at a rate of two hundred a month. They are now well over the 5000 mark.

Teacher Credit Unions

With the organization of the Danbury Teachers' Federal Credit Union last March, Connecticut became the first state in the union to have complete credit union coverage for Public School Teachers. Twenty-nine teacher credit unions were organized and of these two small ones are being liquidated and absorbed by larger units. All of the present credit unions are functioning well and are at present all busy in taking care of the credit needs during the teachers "payless" summer months.

Connecticut teachers have gone to town!

* * *

A credit union is an easy and convenient system for pooling common funds and enables the members, from the common pool, to take care of their own short-term problems without usury.—Edward A. Filene.

* * *

A man may, if he knows not how to save as he gets, keep his nose to the grindstone.—B. Franklin.

ILLINOIS

By Frank C. Dean

MIDSUMMER finds credit union activity in Illinois fully up to standard. New credit unions are developing not only in new territory but in many areas where successful examples are a source of interest and confidence. Indications are that well over 100 new credit unions will be established this year. At the present time there are approximately 700 credit unions with estimated assets of twenty-three million dollars and serving 280,000 members.

Active Educational Committees

A wave of interest in educational activities of credit unions has covered the state. Probably a majority of our credit unions have educational committees that are more or less active. In some instances they are sponsoring educational bulletins to the members that vary from a small mimeographed sheet to a bound printed circular of four or more pages.

The membership bulletin has been supplemented in some instances by paid advertising in local newspapers. These are declared not only to be acquainting non-members with credit union service, but to have a stimulating effect on loans.

Chapter activity has slowed down somewhat this summer, although meetings are being held in most chapters with attendance of 60 or more at each meeting. Southwest Chicago chapter sponsored its annual golf and field day in June and other chapters are planning outdoor or social gatherings during the summer.

The Central Illinois chapter centering around Decatur, is planning a big affair for October 18 at the Masonic Temple in Decatur. Eight hundred credit union fans are expected to attend this one, according to Carmen Murphy, secretary of the chapter, and there is little doubt but that this chapter will meet or exceed its goal.

President Ralph Long remains very ill at his home in Decatur. He suffered another heart attack following his release from the hospital on July 4. Hundreds of credit unionists all over the state are expressing their sympathy and good wishes.

The new automobile credit union emblems to be used in connection with the Filene Memorial campaign are proving their popularity. The League now has a supply of these on hand and they are moving in good shape as the leaders are becoming better acquainted with the project.

The annual report relative to federal credit unions in Illinois shows that there are now 97 in the state with loans of \$1,436,140 and total assets of \$1,776,054.

News of State Leagues

TEXAS

By Dr. R. L. Conrad

Fort Worth Chapter Builds Up Meeting Attendance!

Earnest endeavor on the part of the members of the Fort Worth Chapter of the credit unions of Texas in order to build up the attendance at the regular monthly meeting met with favorable results this past month, Harry A. Lee of the Fort Worth chapter has announced.

As a result of personal telephone conversations with fellow members of the chapter in order to stimulate interest in attendance, the July meeting showed a much larger delegation on hand than at the previous month's session. Because of the success of this venture, this method of contact with members of the Fort Worth credit unions will be given additional stress in the future.

A highlight of the July chapter meeting, sponsored by the Railway Mail Service Federal Credit Union, was a talk by M. G. Bronson, retired, of the Railway Mail Service, on his sojourn in the French possession of Tunis, where he lived for about two years.

Special guests of the July meeting were V. S. Judson and W. J. Edmonston of Dallas, president and managing-director respectively of the Texas Credit Union League, both of whom gave entertaining talks.

Outstanding feature on the June meeting of the Fort Worth chapter was the showing of the motion picture, "The Blind Spot of Science," a sound production, which brought to the attention of those present the importance of saving at least one-tenth of their monthly income. The picture was very educational and helped bear out the importance of the credit union work.

New TCUL Director Named

Due to the resignation of W. J. Prejean of Port Arthur, which was accepted by the Executive Committee of the Texas Credit Union League with regret and with thanks for his services to the League, B. F. Dooley of the Texas Company, Port Arthur Works FCU has been named to serve as director until the next annual meeting of the TCUL.

President of the Port Arthur Works FCU, Dooley has served his credit union since its organization in 1935.

Port Arthur Credit Union Shows Outstanding Growth!

Among the many interesting items to be found in the August edition of the Texas Credit Union League Bulletin is an article on the outstanding growth of the Gulf Port Arthur FCU, which opened for business on January 2, 1940.

The June 30th financial statement shows the following startling facts in this six month's expansion: the credit union has 1,320 members, sixth largest total mem-

bership in Texas; \$75 loans totalling \$37,948.00 are outstanding; and the credit unions assets total \$38,870.74.

With a field of potential members exceeding 4,000, this credit union might easily be the largest in the state within the next several years. Much of the credit for its phenomenal growth is due to N. F. Stamper, president; W. M. Young, treasurer; and its various directors and committee members.

Houston Chapter Topics

"What policy should our credit committee follow in the event of a compulsory military training law?" This was the principal topic of discussion at the July meeting of the Gulf Coast Credit Union Association which was held Monday, July 15, in the Lamar Hotel Cafeteria in Houston.

Sponsored by the Southern Pacific General Stores FCU and under the direction of W. D. Culbreath, the July meeting brought out a much larger attendance than the previous month's meeting. Many delegates from small and recently organized credit unions of the Gulf Coast area profited considerably from the discussions at the meeting, other topics being: "What About Good Operating Practices?"; "What About Understanding and Participation by Credit Union Members?"; and "Do We Need A Credit Union Chapter?"

With Herbert Turner acting as chairman, the members of the Gulf Coast Association participated in a lively discussion of "The Position of Credit Unions and the Present Uncertainty of Extending Credit" at the June meeting, sponsored by the United Gas Company Credit Union. The June meeting marked the first time that the program of the monthly meeting had been sponsored by a single credit union.

Small Credit Unions Often Present Best Chapter Programs!

Bearing out the contention of R. S. Brown, president of the Dallas Chapter of Texas Credit Unions, that the small credit unions often present the best chapter programs, the Cedar Springs Place FCU presented a most entertaining program at the July meeting of this North Texas chapter.

Principal feature of the July program was an address by Brice Twitty, former superintendent of Baylor Hospital of Dallas and now connected with the National Hospitalization Service, on "Group Medicine." Treating the discussion of group medicine as it has been inaugurated and now is operated in Dallas County, Twitty made a most interesting talk, especially since the American Medical Association has only recently set up the necessary machinery for Dallas County and the program has instantly been accepted as a beginning along the lines formerly instituted by the government.

"Cooperation of Americans for America" was the topic of the talk by Clyde O. Eastus, Assistant U. S. District Attorney, which was the outstanding part of the June meeting of the Dallas chapter, sponsored by the Farm Credit Administration. The talk by Eastus "brought the house down," according to the report of Brown. Prior to Eastus' speech, a discussion was held on what attitude or caution

the board of directors should take regarding members who might be subject to Army call and what effect the current conditions might have on future operations. A lively argument ensued with the resulting consensus of opinion being that some caution should be used but that the situation was not alarming.

WISCONSIN

By Adolph R. Gull

President Sheeley Says

IT IS UNUSUAL for this column to mention the names of Credit Unions that become members of the Wisconsin Credit Union League. However, among the many Credit Unions to join the League during the past month were, Gridley Main Division and Harnischfeger.

The reason I mention these two Credit Unions by name is because of the explanation for joining received from officers of the two Credit Unions.

R. M. Crump, treasurer of Gridley Main Division, said, "We are joining the League now because we have come to the realization that if we want lower dues we must get in and help to lower them by contributing our support in a concrete manner, namely, by paying our dues."

George F. Gauger, president of Harnischfeger's Credit Union, said, "We of Harnischfeger's are appreciative of the things the League is doing for Wisconsin Credit Unions. We believe in a united effort for the improvement of our Credit Union Movement. The only way we can do our part is to lend our support by joining the League."

I believe the spokesman for the aforementioned Credit Unions have stated briefly and to the point the reasons why League affiliation is of paramount importance to all Credit Unions.

* * *

Val Jacobi, John Colby and the writer motored to Waupun Sunday, July 21, to attend the Filene Memorial Picnic, sponsored by the Fond du Lac County Chapter of Credit Unions. Lawrence Jones, president of the Chapter, and Ed Krause, treasurer of the Wisconsin State Prison Credit Union, did a splendid job in organizing what in our estimation was a very successful picnic. About 300 Credit Union people attended. Concessions, such as "Bingo," "Dart Games," etc., were well patronized.

Val is strutting around with his chest out because he accidentally beat the writer in the "Dart Game."

John Colby played one game of "Bingo" and won a blanket. A big one too.

* * *

This writer wishes to direct your attention to the improved W.C.U.L. news. Adolph Gull and his committee are working diligently to render more educational as well as advertising material to Credit Unions. I'm quite sure that a word of

News of State Leagues

commendation from our readers would be appreciated. Let them have your comments, favorable or otherwise, just to let them know that their efforts are not in vain.

* * *

The printing of the Convention Annual is well under way and will be in the hands of League members not later than August 10th. Verbatim reports of all the Convention discussion groups as well as Dr. Kuebler's address are included in the Annual.

We are also making provision to have additional copies of Dr. Kuebler's address available to any League member desiring them.

* * *

August 15th is the dead line for dues. After that date, Credit Unions that have not paid their 1940-41 dues will be considered delinquent. We do not anticipate any delinquencies, however.

AL F. SHEELEY

AROUND THE OFFICE

By Li'l Marji

I TEAR MYSELF away from my beloved Supply Department to write of things and stuff for the August W.C.U.L. News. Topic: Distinguished Visitors.

First on the list is Mr. Charles Drenk, Assistant Executive Secretary of the California State League. He came the week of the torrid weather, which accounts for the California sunshine we had, and of course, just when we were beginning to enjoy it, it rained, which is also true to form. And we reacted, true to form, like all Californians—we didn't even mind it, did we?

Mr. Drenk was taking a mailman's vacation. He visited the Illinois State League, the Credit Union National Association at Madison, and the Wisconsin Credit Union League, between glimpses of ye grande views of nature's wonders. He met Al. Sheeley, William Clark, and John Colby at the office on Saturday morning, July 27th, and exchanged Credit Union anecdotes about their respective Leagues.

Mr. Charles Hyland, Comptroller of the Credit Union National Association visited the League Office, Tuesday morning, July 30th. It was my first meeting with this congenial fellow. He was here for two days with full expectation of leaving Wednesday nite with 700 new subscriptions to the *Banjo* tucked away in his vest pocket. I told him he could count me in. He said that would be fine but he was taking one hundred at a time, and mine would have to come through the Credit Union. How about it, *Globe-Union*? Have you ninety-nine more to add to mine?

Mr. Colby and I had lunch with Mr. Hyland, or rather on Mr. Hyland, and the conversation naturally pivoted around Credit Union activity. He was telling us about Credit Union spirit and how it existed up in the backwoods region around Turtle Lake. It is hard to believe that civilization exists in country so far removed from modern facilities and opportunities, and right in our own State of

Wisconsin. Why Charlie Hyland said that at the time he was there, if they had broken a rear axle on that country road, it would have taken twenty years before some stranger would have run across them to help them out, which is only some imaginings, but could be true. Nevertheless, it isn't going to take Elmer Perrin at Turtle Lake twenty years to bring modern opportunities to his town. Turtle Lake has organized a Credit Union which now has passed the \$400 mark in shares and loans, which is saying a lot for Turtle Lake, considering the small beginnings it had. The Credit Union Movement is really doing a worthy piece of work in bringing these people the opportunity of getting the advantages that are their birthright.

FILENE MEMORIAL FUND WISCONSIN MUST GO OVER THE TOP

By Adolph R. Gull

THE HEADQUARTERS of the Credit Union National Association (Cuna) will be permanently located in Madison, Wisconsin. The Board of Directors of the Association, at their May meeting, voted to accept the malt house site which was obtained through subscriptions by the Madison Chapter of Credit Unions.

On this site will be constructed a memorial to Edward A. Filene, the Boston merchant and philanthropist who was the founder of Credit Unions in America. He spent a large part of his private fortune to place Credit Union laws on the statutes of various states, and bring the organizations to the masses of this country.

The memorial to this great man will be FILENE HOUSE, a practical building which will house all the Credit Union activities of the National Association. The construction is to be financed by donations from Credit Union members, Credit Unions, Credit Union Chapters, and State Leagues. Many of these organizations have conducted benefits for this purpose. The construction will not begin until the committee in charge receives the amount of money necessary for completion of that portion of the structure which is to be used immediately.

Credit Unions have been specially favored in Wisconsin. Wisconsin is the only State in the Union which appropriated money from the general tax fund for the organization of Credit Unions. This act was indeed a tribute to the foresight of the legislature that made this possible. This friendly attitude was one of the reasons why the Credit Union National Association's Headquarters became located in our State.

The Wisconsin Citizens who are serving as members on the Boards of various Wisconsin Credit Unions should be inspired by their State's motto "Forward," and by a sense of duty and appreciation and appropriate a generous donation toward this building fund from the current or undivided earnings of their respective Credit Unions, and thereby make FILENE HOUSE an early reality.

THREE TAX VICTORIES

(Continued from page 201)

handled the matter first before the Board of Equalization of Oklahoma County on May 29. The Board made a finding of fact that the credit union is a benevolent and educational institution. This called for confirmation by a test case before the District Court which was accomplished by an appeal and the District Court has now held that credit unions are exempt from the provisions of the Intangible Tax Law and all other forms of taxation except as to surplus. Again—our hearty congratulations to all concerned.

Florida

A recent issue of the Flo-Ga Credit Union News (August 10) notes a ruling by Attorney General George C. Gibbs that Florida credit unions, as such, are not liable for the intangible tax because they are cooperative societies. This is the result of a request by F. L. Andrews, in behalf of the Florida Credit Union League, addressed to the Comptroller asking him to get an opinion from the Attorney General as some question relative to the tax had been raised in Duval County. Again the alertness of a Credit Union League demonstrated in most practical fashion to the credit unions of the State the value of League organization.

Iowa

An opinion by Attorney General Fred D. Everett of Iowa, dated June 5, 1940, holds that credit unions should not pay a tax upon the share credit account. This ruling goes further than some of the other rulings in that it extends the exemption to the individual owners of shares.

This Iowa tax matter was also ably handled by the League and came up through attempts to collect a tax in Polk County, its reference to the local Board of Review, and the submission of the question to the Attorney General. About three weeks following the final date for filing tax appeals the opinion was released, whereupon the credit unions in the two counties involved received revised assessment rolls on which were shown the shares as a deductible item. The four decisions and official rulings in Kansas, Oklahoma, Florida, and Iowa will be most helpful when similar tax problems arise in other states. They are also graphic illustrations of the imperative need for credit union organization into State Leagues, and the Credit Union National Association.

* * *

It is one of the most beautiful compensations of this life, that no man can sincerely try to help another without helping himself.—Shakespeare.

PLEASE!

It would be appreciated if all Credit Unions and Chapters issuing publications, pamphlets and other informative material will kindly send copies of same to:

J. ORRIN SHIPE
Educational Director
Raiffeisen House
Madison, Wis.

This Month We Honor
the Birth of

EDWARD A. FILENE

Founder
of the
Credit Union Movement

First President of
Credit Union National Association

First President of
CUNA Mutual Insurance Society



LEST THEY FORGET twenty-four
employees of the Society have
subscribed \$196.00 toward the
erection of the FILENE MEMORIAL

Not for Profit—Not for Charity
But for Service

CUNA MUTUAL INSURANCE
SOCIETY
Madison, Wisconsin

BETWEEN YOU AND ME

LABOR DAY marks the official end of summer. It is the final summer holiday when, for a last time, we relax and, next day, get back to work.

It's a long time between Labor Day and Thanksgiving but, if we do the right kind of labor in the intervening weeks, then we will really have something to be thankful for. *And the work of the credit union movement is the joy of it.*

I watched the local Soap Box Derby the other day and the thing that impressed me the most was the obvious fact that many of the boys who participated had spent much of their summer vacation hard at work building the cars. Each boy expected his car to carry him to victory during the space of the few seconds when, in each heat, it was determined whether or not victory was to be the reward of so much labor. It seemed to me that every boy in the contest would find his reward, not in victory, but in a consciousness that he had done his best and had brought his car to the starting line, ready for the ultimate test. So with this credit union movement; we work hard on each and every phase of it, not that we expect any ultimate victory but because we want to be ready for the supreme test when it comes.

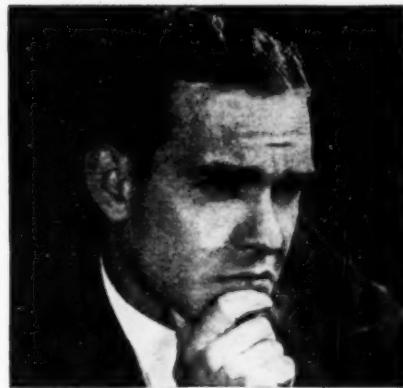
And no one quite knows to what tests cooperative credit will be submitted in the difficult days ahead. No one knows what will be the state of the world when the bitter wars are over. No one can tell how the wars will ultimately affect us in our social, our political and our economic life. But we must be ready, in this credit union movement of ours, for every test that may come. And for the months immediately ahead—from Labor Day to Thanksgiving Day—we must labor that we may have cause for thanks.

One job stands out with extraordinary prominence. You will be getting your copy of this BRIDGE fairly close to the birthday of Edward A. Filene. On September 6 he would have been eighty had he lived. *It will always be a day of remembrance in the credit union movement.* We owe a debt to Filene we can never repay. There are, however, payments which we may make on account.

One of these payments is—to build the Filene Memorial. Between you and me the Memorial is infinitely more than a building, important as it is to house the central activities of the credit union movement in a building so well adapted to our needs that we may be sure that, from this building, the magnificent program of human service, which Filene originated, will go effectively forward.

A building is a thing of stone and steel—of masonry and lumber—of arches and towers and rooms and halls and all the things which, in our building, will make it so well adapted to its uses. *But this building is much more than that.* Into it we shall build the love and the respect and the veneration we have for our great Founder. Here we shall hope to capture and to house for all time his great Spirit. Here we shall foster his tradition of service. From its hallowed walls we shall try to go forth, on our innumerable errands of credit union (Continued on page 214)

HOW SAFE IS



YOUR JOB?

CAN YOU CLASS YOURSELF AMONG THE "OK-MUST KEEP!" EMPLOYEES?

NO USE dodging facts!

At times—in every company's history—the pay-roll goes onto the operating table for major surgery.

And when such times come, certain employees are amputated—sometimes a few, sometimes many.

Yet a certain few are always marked "OK-Must Keep!" And the many who are let out envy them—call them "lucky."

What's Behind Job-Holding "Luck"?

It can be proved, however, that there's almost always something more than luck involved.

Even the fellow who seems to "have a drag" may actually have a lot more on the ball than is apparent to his fellow workers.

He may have hidden values that only his superiors see or know about.

After all, the "I-Gotta-Drag-Club" has taken a bad licking. In fact, it rather completely disbanded in 1932-1933.

Yet why is it that some employees hold their jobs at the very time when others of seemingly equal ability lose theirs?

If it's not luck, there must be some explanation.

And there is one!

How to Insure Your Job

The secret of holding your job in hard

times, is to be invaluable to your employer. And a man or woman who is invaluable is usually a well-trained one.

Training is of many kinds—stems from many sources. But the LaSalle kind has been unusually successful. Nearly a million members, in a score of subjects, over a thirty year period can testify to that—and many can prove it by their pay envelopes!

They have cause to agree with us that the real secret of both promotion and job security is just this: "On your present job, make sure you are doing it well, then train for the job ahead!"

Why It Works

Put yourself at your own president's desk for a moment.

You are faced with cutting the pay-roll. First of all, you certainly are going to do your best to hold on to those employees who really know their present jobs.

But among them—the very last to go will be those few who are also wholly or partly trained for the job ahead—even for the job ahead of the job ahead!

What You Should Do About It

But true as these facts are, you probably will tend to do nothing about them.

"My job is safe," you think. "My company won't cut down—and even if it does, I won't suffer."

But doesn't the very fact that you have read this far indicate that there's some small doubt—a trifle of uneasiness in your mind?

Wouldn't you be more comfortable if right now your boss knew that you were taking LaSalle training—a piece of knowledge that upon request we take pains to bring to the personal attention of every LaSalle enrollee's superior?

What you should do about it is, therefore, as obvious as the coupon below.

—If You've Got What It Takes!

That coupon, you know, has helped increase the pay envelopes, brighten the lives, and secure the future for many men and women who saw what they should do—**AND THEN DID IT!**

It isn't easy. It will cost you hours of serious study, of leisure with friends, your radio, and the movies. And, even on our very liberal payment plan, it will also cost you some money.

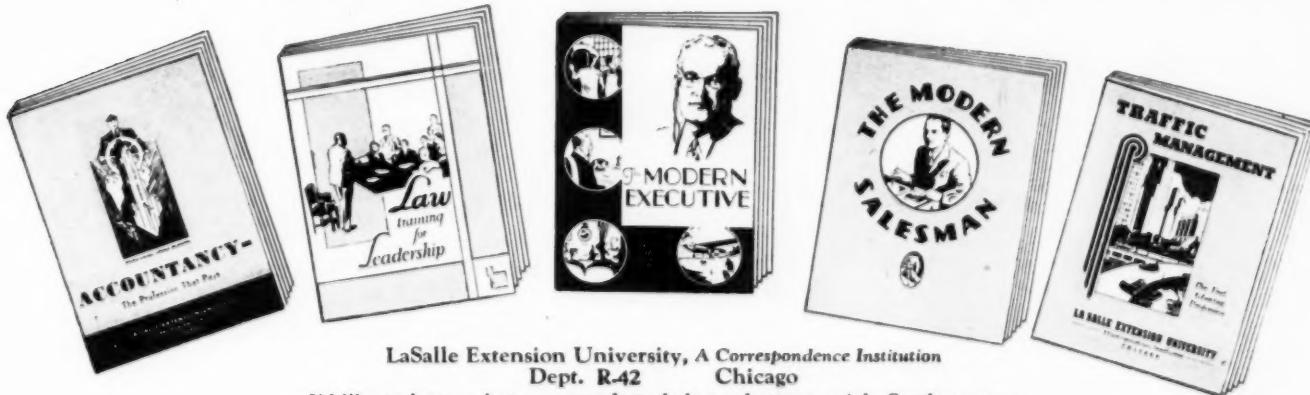
But any worthwhile insurance does cost money. And since this is the nearest thing to job-certainty that we know about—it is worth money!

Why not at least investigate? That costs not a cent! The coupon will bring a quick response—may help start you on the way toward the future that's due you!

Better mail it now—and play safe!

LaSalle Extension University

A CORRESPONDENCE INSTITUTION



LaSalle Extension University, A Correspondence Institution
Dept. R-42 Chicago

I'd like to know what you can do to help me better my job. Send me your free booklet and full details about the training I have checked below:

Higher Accountancy
 Law: LL.B. Degree

Traffic Management
 Executive Management

Stenotypy
 Bookkeeping

Modern Salesmanship
 Industrial Management

Name.....

Age.....

Address.....

Present Position.....

CUNA SMALL CHANGE BANK!

Now Substantially Reduced



We have sold 6000 Small Change Banks since
November

Their popularity has made possible large enough purchases to enable us to substantially reduce the price.

Four inches square, made of durable tenite, offered either in black and gold or ivory and black, with a guaranteed calendar attachment which registers the date by the insertion of a quarter, dime or nickel daily.

PARTICULARLY VALUABLE TO STIMULATE DAILY SMALL SAVINGS: A SURE WAY TO PROMOTE SYSTEMATIC SAVING.

Write for details of our plan to build your credit union through a distribution of small change banks.

CUNA SUPPLY COOPERATIVE

(or your State League if handling forms)

Madison

Wisconsin

Have you inquired about our desk-safe for small credit unions? Free leaflet on request.

DENTISTS CREDIT UNION

(Continued from page 202)

any employee of any Dental Supply Depot located in the City of Buffalo, and/or any association of such persons, upon his election to membership and upon subscribing for one or more shares, and paying for same in whole or in part, together with the entrance fee, shall become a member of this Credit Union.

CUNA IN THE FIELD

(Continued from page 207)

This is only a small part of the story but enough perhaps to show the momentum this work has gained.

Street Car Men

THE AMALGAMATED Association of Street Electric Railway and Motor Coach Employees of America (that's almost as difficult a name as some of our credit unions) has for years been interested in credit unions and cooperatives under the enlightened direction of W. D. McMahon. There are already about 75 credit unions serving these people but room for about 400 more. We are working out a program of cooperation with this group and our contact people will be hearing more about them.

In Chicago, in only two locals of this union, 24 credit unions are operating. On June 30, 1939, after less than two and a half years of existence, these Chicago street car men—13,350 of them—have saved over \$850,000 and have loaned to each other over \$2,500,000. And there are 400 credit unions waiting to be organized in this union alone. You'll be hearing from us about these and similar groups. If you have any ideas as to how CUNA Organization Service can assist you in your locality please let us hear from you.

BETWEEN YOU AND ME

(Continued from page 212)

work, as he would have had us go forth, touched with his great inspiration to serve our fellows.

To this building you will journey from time to time for it will be your building; you will bring your children to its portals that they may learn about Filene and what he meant to us all.

You will be proud of your share in the accomplishment of this building; you will rejoice that you were a part of it.

So may the work of the next few months bring this great labor of love closer and closer to practical realization.

Is your credit union doing all that it can for the Memorial? Have you done all that you can to be a part of it? Is your Chapter sufficiently aroused to the importance of it?

Between you and me—the biggest job right now on the docket is—the Filene Memorial. Let's all get our shoulders to the wheel; let's give a gigantic shove, all together, proving by our effective cooperation in this one enterprise the power of cooperation as the basic principle of credit union operation.

I hope you had a swell summer; the greatest joy of vacation is to be found, however, in the zeal with which we tackle the tasks in hand when the vacation period is over.



"SCHOOL
DAYS ARE
*happy
days*"

WHEN THE
*Credit
Union*
PAYS THE WAY

• See Your Credit Union Treasurer Today! •

NEW Opportunities

for Men Seeking More Responsibility and Higher Income

BUSINESS is on the way UP. Are you prepared to go UP with it? ... Every period of business expansion offers new opportunities for trained men. Any corporation head will tell you that rising business creates more responsible executive jobs than there are men qualified to fill them. The man who is prepared can reap a rich reward.

What Is the Right Preparation?

Department heads are plentiful enough—men who know accounting, or production, or selling, or some other ONE branch of business. But there are few who know the fundamentals of ALL departments and who are capable of managing and coordinating their activities.

The man with a one-track mind can be only the tool of men with broader training. He can never qualify for a real executive position. If you are now a junior executive or "department" man—whether in the accounting, engineering, financial, sales, or production division—you can broaden your training to include the fundamentals of ALL divisions, and thereby prepare yourself for the opportunities that are coming fast.

The Alexander Hamilton Institute Prepares Men to Reach the Top

For more than a quarter-century the Institute has been giving to the executives and coming executives of American busi-

ness the organized knowledge of business that is essential to competent management. The Institute has gathered the experience of the most successful business men of the country, and the proved principles and methods of thousands of companies. It has organized and formulated this knowledge for the benefit of those who realize that without it no man is qualified for executive responsibility.

To those men who now hold, or who are determined to hold in the future, important places in the business world, the Institute offers the thorough, balanced knowledge of production, marketing, finance, and accounting essential in business administration; ideas, experience, methods and judgment of the most successful business men of America; a mastery of tested business principles and practice.

If You are of Executive Calibre
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